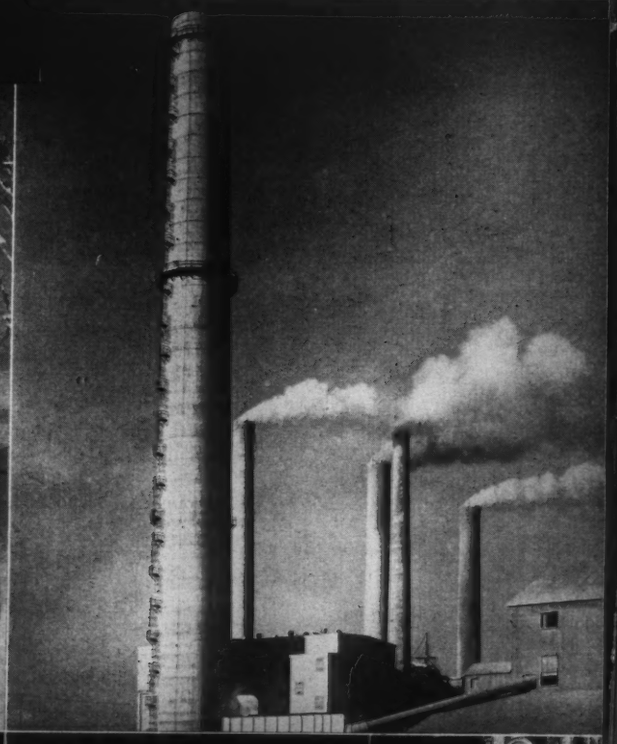
SATURDAY NIGHT

JANUARY 17, 1950



S CANADA'S ECONOMY CHANGING TS SHAPE?

y P. M. Richards

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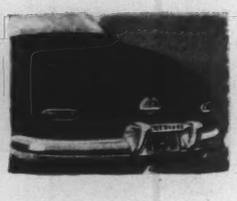
CANADA'S FORTUNE: *What are the trends?* See Business Front.

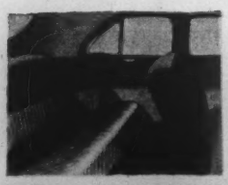
Hydro Switch May Hurt a Little - C. G. Fraser

The Bear of Ste. Adèle - Ed Bantey

Miracle of the Modern Hospital - F. Cyril James

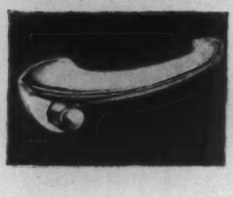


'Better than ever' luggage locker with trigger release lock. Tail lamp and parking light lenses are plastic—more brilliant, less subject to breakage.



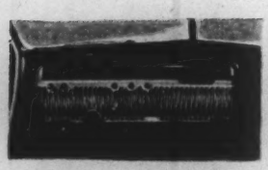
'Better than ever' interior luxury and roominess. New 'Quiet-Tone' soundproofing makes Mercury interior as silent as a broadcast studio.

The 1950 Mercury is here. Better in styling, comfort and performance. Better in safety, sound control and ventilation. Better too, in economy and value. Already this 'better than ever' Mercury is being hailed as the outstanding car of the 1950 models.



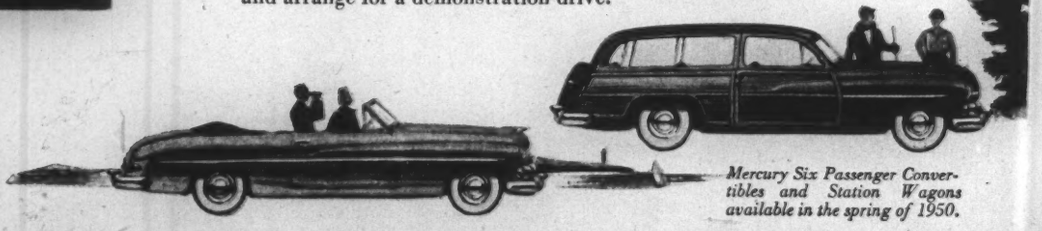
'Better than ever' hardware and trim. Graceful new door handles of the push-button type.

It's the 1950 Mercury!



'Better than ever' Safe-T-Vue instrument panel—beautiful to look at and easy to read.

With its new features of styling, with its spacious interiors 'Quiet-Tone' sound-proofed to whisper-silence, with its 'Econ-O-Miser' Carburetor, its 'Merco-Therm' Ventilating and Heating System, 'Touch-O-Matic' Overdrive (optional at extra cost) and scores of other new features, the 1950 Mercury is the car for you. See it—and arrange for a demonstration drive.



Mercury Six Passenger Convertibles and Station Wagons available in the spring of 1950.

MERCURY-LINCOLN-METEOR DIVISION
FORD MOTOR COMPANY OF CANADA, LIMITED

SOURCES: Coverage data compiled from county data of Bureau of Broadcast Measurement 1948 (Radio Homes). Sales Management, May 10, 1948 for balance of data.

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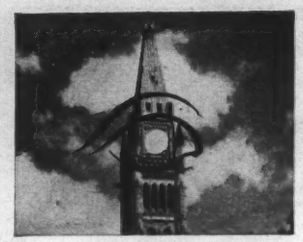

OTTAWA VIEW

ANOTHER D-P PROBLEM

AS THE provincial representatives arrived in Ottawa for the constitutional conference, earlier fruitless conferences threw out long shadows. The trade union congresses led a demand that the Federal Government should "do something" about unemployment. But there was no disposition to initiate federal relief measures. And the Federal Government could not resist recalling that it offered in 1945 (on certain terms) to accept responsibility for the unemployed, and the provinces turned it down.

NO MAJOR CRISIS

WHILE heart-breaking stories were already being told about men riding the freights from eastern cities to BC, the overall picture caused the authorities no alarm. The national unemployment figure at December 22 (5.2 per cent of the total labor force registered as unplaced applicants for jobs) is lower than the U.S. percentage and it would have been considered in pre-war days just about as low as you could get. Federal authorities also looked forward without alarm to the virtual certainty that the number of unemployed will be substantially higher before the winter is out. Between December and March last year the total rose by 80,000. This year's could rise to 340,000 by March, but even that would be less than 7 per cent of the labor force; and the seasonal change will come after that.

WEAK SPOT: LOGGING

TOTAL employment is higher than any previous December. The trouble is that the number of workers has increased even more than the number of jobs. It's not fair to blame immigration, the experts say. Immigrants eat as well as work and they have helped to keep up employment.

The only major industry making major cutbacks was logging. For the second year running the pulp and paper companies have reduced cutting. Until last year the rate of cutting had been well above normal, and woodpiles are high both here and in the U.S. Last year's cut was probably about normal, and this year's is below. Newsprint demand is keeping up well, but the companies don't mean to be caught overstocked.

CRISES ARE LOCAL

THE REALLY black spots are local. The BC figure looks worse than the rest, but it gives less concern than several others. Worst spot of all is the northern New Brunswick coast where most of the population (about 10,000 workers) are out of jobs because the cutting of pit-props has come to a complete stop. Apart from a small sale in Turkey the U.K. provided the only market.

In terms of cash the end of the U.K. pit-prop order means a loss of $7½ millions to New Brunswick and Nova Scotia; the reduction of the U.K. order for spruce means a loss of about $6 millions; and the 30 per cent reduction in domestic and U.S. demand for pulpwood means a loss of $8 millions.

New Brunswick approached Ottawa before Christmas about federal help for works projects, but the back-concession-roads the province wanted to build did not make much appeal. Discussions are still going on. The Federal Government is not averse from speeding up some necessary projects (it is anxious, for example, to get on with a federal building in St. John's Newfoundland.) But it wants to see the provinces carrying their responsibility.

THE CASE OF BC

MAIN reason for the BC problem is that the number of workers has risen there much more than anywhere else. The national increase since 1945 is about 12 per cent; the increase in BC is 22 per cent. Contributory factors are increased mechanization in the forests and halting of construction by weather. But it's prophesied that the seasonal rise between now and March will not be as high as it was last year, which was particularly bad because of unusually severe weather.

BC started the winter with more unemployed than last year, but the number has not risen as steeply: at Christmas it was about the same. Later on it may be better.

PRAIRIES NOT WORRIED

THE UNEMPLOYMENT figure for the Prairies is fractionally higher than Ontario's; but that's misleading because the region includes the Head of the Lakes which are badly hit by the logging situation. Farm incomes for 1949 were very slightly below 1948, but still well up on 1947.

THOSE GOLDEN SMILES

DOUGLAS ABBOTT and his financial advisers were wreathed in smiles as they announced the year-end total of Canada's gold and U.S. dollar reserves. The last quarter brought the biggest increase, but experts do not think it takes devaluation or any other special factor to explain that. The last three months of the year are always a good period for exports.

The 1948 gain in the reserves was about $500 millions, but $150 millions of that came from a loan in New York.

SATURDAY NIGHT

THE CANADIAN ILLUSTRATED WEEKLY
Established 1887

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COVER

NEW SUCCESSES in the search for natural resources, and progress in developments in industry and agriculture, have combined to give the people of Canada a richer and more diversified national economy. A highest-on-record level of consumption at home has made these developments profitable in terms of both money and well-being.

Now, as everyone knows, Canada faces a problem of disposal of surpluses resulting from the sterling area's lack of dollars. But this is only part of a wider, deeper question — that of North America's future economic relationship with the rest of the trade world.—*Photos—Miller, Canada Cement, Imperial Oil.*

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Vol. 65, No. 15 Whole No. 2960

Capital comment

Autonomy Talk Has Limits

THE ENTHUSIASM with which a large number of French-speaking Canadians receive the fighting speeches of Premier Maurice Duplessis, in which he appears as the champion of minority rights and indeed as the Savior of Quebec, is not difficult to understand. From the local and short-term viewpoint, this concern over regional rights may appear wholly admirable, and even a true expression of liberty against a threatening centralization.

As for the "compact theory" of Confederation, it is doubtful whether the masses of the people, whether French-speaking or not, are aware of its implications if once thoroughly accepted as the nature of the Canadian federal union.

Yet it is a safe bet that there are a great many Canadians who are most warmly disposed toward the French-speaking part of Canada. These Canadians are true friends of liberty and thus stoutly opposed to centralized bureaucracy. And yet they are perturbed and saddened at the intransigent attitude taken by the Premier of Quebec and his political party. They are perturbed and saddened because they believe that not only is an extreme or strident provincialism anywhere in Canada destructive of our Canadian unity, but even that it damages the welfare of the very region that it seeks to advance.

No Hamstringing

A measure of provincial autonomy was intended and in effect guaranteed by the terms of union in 1867. It is fair to say that in the main that measure of provincial autonomy has been preserved and even in some respects notably enhanced. It was never intended that provincial rights should hamstring the operations of the nation as a whole. The Fathers of Confederation were determined about that. It is when the cry of provincial autonomy begins to menace the welfare of the whole nation that it becomes alarming to the Canadian whose first loyalty is to his country.

As Premier McNair put it at the 1945 Conference:

"One should not recognize provincial autonomy, so-called, as an end in itself. It may easily become a fetish, a catch-cry, or a cloak for regional, or sectional advantage and privilege. The primary end of all government in Canada is the welfare of the people."

It would be a great service to Canada if someone would persuade a few of the *Union Nationale* leaders to spend a few months in other parts of Canada, so as to attain a national rather than provincial outlook. One of the unfortunate consequences of a too shrill provincialist agitation in Quebec is the emotion aroused in other parts of the country. This sometimes finds angry or indiscreet expression. This in turn is reproduced in the autonomist press of Quebec, and there it serves to convince additional people that Quebec has enemies in other parts of Canada against which it must be guarded.

An illustration of the reaction aroused in other parts of Canada by extreme autonomist doctrines is provided by an editorial in the Edmonton *Journal* in 1948, just after Premier Duplessis and his party had been returned to office with an overwhelming majority.

Go Alone?

This said, in part: "The effect of Quebec's vote will be felt outside of Quebec more than within it . . . in federal affairs, the Duplessis sweep will strengthen the hands of the Ontario-Quebec 'axis,' which means a still bitterer opposition to federal-provincial tax agreements, to any further attempt by the Dominion Government to make the national economy truly national.

"Duplessis can offer his tremendous support at the polls as evidence enough that the French-Canadian province intends to 'go alone' and will fight to the limit any suggestion that the nation is superior to any of its parts . . . We may soon see the wealthy central-provinces arrayed more stoutly against the western and maritime provinces. If this does develop, national unity and a more healthy economic and political relationship between federal and provincial administrations will be given, not a mortal, but a severe blow."

Federalism is in essence a compromise: the parties that unite know that to form a new nation they must give up some of their autonomy, in return for the gains promised by amalgamation with other parties. Quebec has gained enormously since 1867 by its intimate integration within the new northern nation thus formed, of which it continues to form a vital part. To talk as though all the attributes and advantages of a completely independent state can again be enjoyed while sharing all the other advantages of membership in a great new nation is illogical: an attempt to eat one's cake and have it too.

by Wilfrid Eggleston

New Penguins and Pelicans

Penguins

I Choose Peace
K. Zilliacus
A trenchant criticism of the English Government's foreign policy.

The Pursuit of Love
Nancy Mitford

Without My Cloak
Kate O'Brien

Illyrian Spring
Ann Bridge

Sons and Lovers
D. H. Lawrence

August Folly
Angela Thirkell

Pelicans

A Short History of the World
H. G. Wells

The Meaning of Art
Herbert Read

Ballet
Arnold Haskell

The Symphony
Ralph Hill

A Writer's Notes on His Trade
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TORONTO ONTARIO

SATURDAY NIGHT

The Front Page

Vol. 65 No. 15 January 17, 1950

U.S. and Our Trade Policy

IT IS a long time now since there ceased to be any visible reason for the imposition of export quotas and other restrictions by Canada on her exports to the United States. At one time those restrictions may have been necessary in order to ensure the fulfilment of our contracts for the supply of foodstuffs to Great Britain; but the one overruling consideration for all countries which can possibly sell something to the United States today is to do so with the utmost promptness and on the largest scale. The world needs nothing today so much as a greater movement of non-United States goods into the United States, with the consequent movement of United States dollar credits out of the United States. The more goods we can sell to the United States, the more we can buy from other countries which are possibly less able to sell to the United States than we are, transferring to them our consequent supply of United States funds and enabling them to pay for the American goods which they need.

On the other side of the trade movement we should be aiming at cutting down our purchases from the United States as much as possible, not from any ill-will towards that country, but for exactly the same reason—that such American funds as we can get hold of should be transferred to nations which need them even more than we do, instead of being sent back immediately in payment for American exports to Canada. This is a change which it will take longer to effect than the lifting of our own restrictions on exports to the U.S. from Canada; but a good deal of it can be done, and the British government and British exporters are doing a great deal to make it easier for us to transfer our buying, while the devaluation of the pound is of course a very forcible factor.

It seems strange that the world's great problem should be the inability of the American people to learn how to spend abroad the enormous income which they are entitled to receive from abroad, and which they cannot collect (and will ultimately cease to be entitled to because they will cease to export) unless they will learn to collect it in foreign goods and securities; but such nevertheless is the case. Canada is perhaps of all countries in the world the one best equipped for luring American money away from the United States, and that being so her duty is clear—to lure as much as possible, and to keep it away from the United States when lured by transferring it to other nations which have less facility for luring it themselves.

This is the essence of the situation described in the Business Department of SATURDAY NIGHT in this issue, and we hope that its significance for the conduct of Canadians in international business will be clear to all our readers. No hostility to the United States is implied in Canada's endeavoring to sell more to and buy less from that country. That is merely the logical answer to the American policy, or habit, or choice, of selling more to us and the rest of the world than we and the rest of the world can sell to the United States. It is better for us to increase exports to the U.S. than to diminish imports from the U.S., but both operations are legitimate, necessary, and in the long run as beneficial to the U.S. as to the rest of the world.

Amendment Procedure

THE Constitution of India, a sovereign democratic Republic, and itself a Union of States as are the United States and Canada and Australia, was drawn up by a Constituent Assembly and has yet to be formally adopted. Canadians, we think, might profit by the study which the Indians have given to the question of the amendment of that Constitution.

Ordinary amendments must obtain in each House of Parliament a favorable vote of not less than two-thirds of the members present and voting, and not less than half the total membership of the House. They must be approved by the President, who unlike the Canadian Governor-General is independent of Parliament.

Amendments effecting a change in (1) the distribution of powers between the Union and the States, (2) the representation of the States in Parliament, or (3) the powers of the Supreme Court, must be ratified also by not less than one-third of the nine States formerly known as Governor's Provinces, and by not less than one-third of the nineteen former Princely States, ratification being by majority vote of the legislature.

We should be considerably more reassured concerning the future of Canada if amendments not affecting the distribution of powers or language or education were procurable only by a two-thirds vote in each House of Parliament, as proposed for India, instead of by a simple majority of those present and voting as now required in Canada. But we see no means of enforcing the higher requirement upon the Parliament of Canada, unless by the common action of several of the Provinces in making it a condition of their acceding to certain proposals for the method of amending the reserved Sections.

Recognizing China

THE delusion is too prevalent in Canada that the question whether this country should recognize the Communist government of China depends on the fulfilment of certain conditions in China itself, and especially on whether the government is "accepted" by the Chinese people. There is no question of acceptance involved. It is a Communist government, and a Communist government does not have to get itself accepted, it only has to get possession of the machinery of power. As soon as there is nobody who dares to oppose it, or sees any prospect of success in opposing it, it can claim to be "accepted", and no outsider can very well prove that it is not.

It is a great mistake for any country to lay down rules and principles governing its recognition of the governments of other countries. The

OUR 20th CENTURY EXPLORERS

rules that work admirably in one case are often very bad in another. The one crucial question is whether the interests of one's own country, or of the group or alliance of countries to which one belongs, will be served or disserved by such recognition. There can be no question that the delay of several English-speaking governments in recognizing the Lenin government of Russia was detrimental to the interests of their countries, and was a political error. Similarly too great a delay in recognizing the new Government of China would be an error for Canada, and would do no good to anybody in China.

The Canadian Government is fortunately well served by the officials who have represented it in China for several years past, and who have a wealth of knowledge on its situation and the feelings of its people. The Hon. T. C. Davis, who has been our Ambassador to the Chiang Kai-shek government, has been in Canada for several months, and there have been suggestions that he should appear before the House of Commons and tell it what he knows about the country to which he was assigned. That, we think, would be carrying the idea of open diplomacy a good deal too far, and we are glad to note that nobody in the House itself has expressed any desire to take the consideration of these delicate matters out of the hands of the Cabinet. Mr. Davis will no doubt have a good deal of influence on the Government's eventual decision, and since he is a very sensible man he will avoid the mistake of thinking that the way we feel about the kind of government now in power in China has anything to do with the question whether we should recognize it.

These Documentary Films

WHAT sort of films should Mr. Arthur Irwin's Film Board be aiming to make? We are moved to this inquiry by a group of articles in *SRL* devoted to the documentary film, from which we gather that there are two sorts of non-theatrical films (films, that is, which are made with another purpose than that of attracting audiences to the ordinary cinema houses), and that one of these, the documentary, is a much loftier sort of creature than the other, which is called the instructional. The documentary, according to C. A. Siepmann, the author of one of these articles, is at the moment laboring under great difficulties, because "the richest field for documentary films is that of social comment. Such comment now-a-days, other than in a most restricted sense, is virtually taboo." Hence the documentary film makers are dealing "in life situations at an expository rather than at an interpretative level" and the documentary is sinking to the status of the instructional. Which is obviously very sad.

The documentary, we learn, is concerned with actuality, with "the living scene and the living story". It apparently is not acted, it is recorded from actual life. But "actually is neutral in its significance until selectively interpreted by imaginative insight". Hence Mr. Arthur Irwin's predecessor at one remove, Mr. John Grierson, was led to observe that the making of documentary is "the creative treatment of actuality". And the documentary film makers are not being allowed to be creative, because they are not free to put their own interpretation into the selective process by which they compose their films.

This fettering of the documentary creators is of course the result of the discovery in the last few years that some of them were interpreting actuality rather too much in the way which a Moscow documentary creator would interpret it—and would have to interpret it if he didn't want to be unfavorably reported on by the Commissar of Art. It is quite possible that the alarm generated by this discovery has led the patrons of the documentary makers—in the Film Board's case the Dominion Government—to become a little too critical of film makers who take even a very moderately dim view of some of the consequences of the free enterprise system, which is a system that should be able to stand criticism, and should be willing to tolerate criticism when it is made by "artists of integrity", to use another of Mr. Siepmann's pet phrases.

—National Film Board

HON. T. C. DAVIS: *Advice on Chinese Enigma*

But is it part of the business of the Dominion Government to act as patron, at considerable expense, even of "artists of integrity" in the production of films? Should not such artists find their patrons elsewhere than in the national Exchequer? If the CBC were to do much of this "interpreting" of Canadian life as seen by artists of integrity it would get itself into a lot of hot water. When you are spending the taxpayers' money, might it not be better to confine yourself to instructional films, even if they are a lower breed of artistic animal, or perhaps not an artistic animal at all?

Toronto the What?

THE voters of the city of Toronto on New Year's Day expressed themselves, by a substantial majority, as favoring the legalizing of Sunday commercial sports, with an immediate eye to the playing of professional baseball on Sunday afternoons and evenings. The plebiscite gave an open-Sunday majority in all six of the older wards, and a closed-Sunday majority only in the three outlying wards which were settled later, incorporated later, and are a bit less urban in character.

The idea that Sunday observance is a municipal matter, to be treated differently in different local areas according to the tastes of the population, is somewhat novel in Canada. Obviously it involves the abandonment of the old Puritan concept that all forms of amusement are taboo on Sunday and must be suppressed by the state. It was ingenious of the promoters of the campaign to confine their projected freedom to the competitive sports, because public opinion is certainly not yet ripe even in Toronto for the tolerance of Sunday cinemas and cabaret shows. Yet the real desire of most of those who voted Yes was undoubtedly to provide entertainment rather than an opportunity for sport, and there is no basic difference in this regard between a ball game and a movie. Both forms of recreation are tolerated on Sunday afternoon and evening in Quebec and over a large area of the United States, and we anticipate that both will eventually attain the same freedom in Toronto.

One thing the plebiscite made abundantly clear, and that is that a large majority of the older inhabitants have lost all their enthusiasm for the cognomen of "Toronto the Good". It had in any event become increasingly inappropriate in recent years, if indeed it ever was wholly suitable.

Sameness

HOW many thousand sunsets have I seen
Purple and crimson, sombre and serene,
Climax our yesterdays; yet never one
Another quite was like, though the same sun
Inspired them all. Indeed! And it may be
That I am destined many still to see
Whose dusky radiances are different yet
From all that shone when other suns have set.
For while the world with sameness seemeth fraught
Close scrutiny reveals that this is not,
But, rather, that an undiscerning eye
Oftimes sees sameness in variety
Because its orb, while focussed fairly true,
Is mirroring its bearer's conscience, too.

JAMES PENN

Information on Tap

THE chief trouble with information is that it is so terribly uninforming. Take for example the new issue of the Information Please Almanac, a volume of 927 pages, incredibly light, admirably printed, simply bursting with information, and published in Canada by Macmillan ($3.25). Take the item on the life expectancy at birth of American males. (Or take females if you prefer; they have a lot more of it.) The life expectancy of white males in the United States at birth is 62.8 years. The life expectancy of Negro males is 52.3 years. That is information. That is all you can expect Information Please to give you. But what does it signify? Is it a dictate of nature that Negroes should live such short lives, or what?

Not that 52.3 years is a bad life expectancy anyhow. Fifty years ago the expectancy for American white males was only 48.2 years. There are people in California who think that in that State men will eventually live for ever if they can only dodge the automobiles; Negroes will of course live a little less than for ever. It is not, to our mind, a wholly pleasant prospect, but we are certainly moving in that direction, and rather fast.

We are not only getting more long-lived, but we are getting swifter. The mile run record was 4 minutes 44.3 seconds in 1865; it is now 4 minutes 01.4 seconds. Probably the prepared breakfast foods (as eaten by Li'l Abner) account for this.

There are five pages of well-edited information relating to Canada. We doubt however the statement that Ottawa is the capital of the Northwest Territories, though it may be their seat of government.

The Rule of Law

THE MEMBERS of the Dominion Cabinet will, we hope, all read with care page twelve in Prof. R. MacGregor Dawson's new volume, "Democratic Government in Canada" (University of To-

ronto Press, $3), under the subheading "The Rule of Law". They will find there the statement that "A Prime Minister, or a customs inspector, or a policeman, is thus under the same legal compulsion to obey the law as the most humble citizen." This was written, of course, before the resignation of Mr. McGregor brought to light the fact that the Government had failed to obey the law in the matter of publication of his report on the alleged milling combine, so that his comments on it are not available. It is to be regretted also that the volume went to press before the recent transfer of part of the power of contitutional amendment to the Dominion Parliament, but perhaps we should not in any case have had the author's views on the propriety or wisdom of that transfer, since he confines himself largely to the function of pure description.

An exception is the paragraphs on "the marked ascendancy of the Cabinet over the House of Commons". The auditor suggests (while admitting some degree of over-simplification) that "The Cabinet has apparently ceased to be responsible to the Commons; the Commons has to all intents and purposes become responsible to the Cabinet". That this reduces the function of the Commons to registering which of two rival leaders shall form the Government, and nothing else, is fairly obvious, but Dr. Dawson exhibits no feeling on that subject; he might be describing the Parliament of Brobdingnag for all the excitement he manifests about it.

One of his rare expressions of enthusiasm is in connection with the Commonwealth, whose dissolution "at a time when democratic nations are earnestly seeking a better understanding and closer cooperation with one-another would be a retrograde step indeed."

On Quoting Latin

"WHEN Lord Wavell addressed the Canadian Club in Ottawa it was remarked that he was able to quote Virgil in Latin", observes Sir Shuldham Redfern in his excellent London letter to the Montreal *Star*. The remarkable thing, to our mind, was not that he was able to quote Virgil in Latin, since he is a thoroughly well educated man, but that he had the courage to do so even before the Ottawa Canadian Club.

We know a lot of good Canadian speakers who could quote Virgil in Latin until the cows come home, or in Virgilian phrase until *"sol crescentes decedens duplicat umbras"*, but they are afraid to do it, partly because nobody would understand them, the *profanum vulgus* having long since ceased to learn how to decline *mensa*, and partly because they fear (probably rightly) that they would be thought to be advertising their superior education. Nobody hates like your *novus homo* to be reminded that there are things which he did not have time to learn while he was making his fortune.

Sir Shuldham suggests that today's educationists are trying to get rid of the classics (and how well they are succeeding!) "as if their calm perfection were a standing reproach". The remark is just, though it is only a part of the case. The "calm perfection" of the Greek and Latin writers is precisely what the present age needs most, because it is what we have least of. The next time Mr. Abbott devalues the dollar, read an ode of Horace. The next time Mr. Lewis reduces the coal-mining week, read a chorus of Sophocles not Euripides, he is much too modern). The next time Mr. Attlee nationalizes an industry, read an Eclogue of Virgil. You will find it like going out of the bustling smoky downtown street into the dim quiet of some great cathedral—not a bad procedure itself if you have one handy.

And read them with the original before you even if you have to have a translation also. The translation will give you the sense but not the majesty. It is something like the cardboard replicas of cathedrals and castles that they use in Hollywood; it is two-dimensional; you can look at it but you can't walk about in it as you can in the stone structure.

A Foreign Influence

THE *Magazine Industry Newsletter* of the United States, a periodical devoted to the interests of American magazine publishing, called upon American publishers last month to use their influence in Canada to alter an important piece of Canadian legislation. It said that these publishers "editorially and otherwise should voice their protests against" the Crime Comics Bill; and it added these significant words: "It is a fact that the wide circulation of American magazines in Canada is a powerful force in influencing public opinion there."

In the course of its article the *Newsletter* grossly misrepresented the terms of the Bill, making it appear that it throws upon the retailer the responsibility of determining whether what he sells is lawful not only in regard to crime comics but in regard to obscenity, which is not the case.

We have no particular affection for the Fulton Bill. which was inexpertly drafted and was certainly jammed through both Houses of Parliament in an emotional hurry. But we do think there was ground for action to stop the kind of publications which concentrate the juvenile attention on the subjects of murder, arson and bank robbery. And we are particularly annoyed, and we think a great many Canadians will be annoyed along with us, at the suggestion that American magazine publishers should use their admitted influence upon Canadian public opinion to repeal, for their own financial benefit, a well-intentioned piece of legislation designed to protect Canadian children from the deleterious effects of certain American publications.

Shakespeare at Copy-Writing

WHEN forty winters shall besiege your cheek
And make your features anything but purty,
And mirror-consultations make you weak—
And you are letting people know you're thirty,
Then, being asked where all your beauty is,
Where all the treasure of your lusty years,
To say within your own unlovely phiz
Would fall, I fear, on unbelieving ears.
How much more praise deserved your beauty's use
If you could answer, "Every Saturday
I've an appointment with Pierre Larousse
Who beautifies for very little pay,
And since Pierre took over, friends aplenty
Have oft agreed I don't look over twenty."

LOOK in your glass, and tell the pan you see
Now is the time the darn thing should be lifted;
Some fresh repair, advice for which is free—
And won't your nose look so much better, shifted?
For where is he so dull he does not go
To movies, and compare your looks with theirs?
Or who is she so fair her beauty's glow
Is never dimmed, and never needs repairs?
You are your mother's image, and your face
Recalls the bleak December of her map:
So call on us. We'll halt Time's horrid pace
And operate while you enjoy a nap.
But if our suasion falls on ears that doubt,
Then don't expect the men to take you out.

MY MISTRESS' eyes are nothing like the ads;
Lifebuoy would make her features far more white;
Of facial freckles she has simply scads;
To tell the truth, she looks her best at night.
I have seen Passion-Red and Fatal-Apple,
But no such color glitters on her nails;
Perfumes by Woolworth almost any chap'll
Prefer by far to that which she exhales.
I love to hear her speak, although she's never
Attended any of the Schools of Charm;
I do not seem to mind at all, however,
When people ask me if she's from the farm.
And yet methinks she has as fair a pan
As any she who downs her daily bran.

J. E. P.

---

passing show

IT IS now explained that the Toronto Sunday will continue to be the Toronto Sunday from midnight to 1 pm and from 6 pm to midnight.

One great trouble is that Canadians produce more bacon than they can possibly bring home.

The late Combines Investigator is to collate the memoirs of former Prime Minister King, thereby getting a chance to investigate some of the finest political combinations ever pulled off in this country.

Always look on the bright side. Think of the saving in ski wax this winter.

British Government scientists are investigating the private life of the whale. If this is with a view to regulating it, we think they are up against a tough job.

Poem in Praise of John L. Lewis

Old King Coal was a merry old soul,
And a merry old soul was he.

He called for his pipe, and he called for his bowl
And he called for his work days three.

Reports of the conference of Canadian university newspaper editors remind us that nobody ever heard of a college paper called the *Examiner*.

Gen. MacArthur seems to have told the Japanese that they have a right to defend themselves, but not to have anything to defend themselves with.

Blueprints made by green hands lead to red faces.

What is needed is something that will prevent rentals from going up without keeping them down.

People who live in glass combines (if there are any such) should pull down the blinds.

Lucy says she is not surprised that twice as many women as men think their chief mistake in life was their marriage (a Gallup poll statistic). When a woman makes a mistake in her marriage it's bound to be her chief mistake, but a man can make bigger ones in other matters.

Hydro Switch Hurts But Little

There Are Plenty of Headaches For Men in the Hydro Offices But They'll Spare the Consumers

by Charles G. Fraser

CONVERSION of the Southern Ontario Hydro-Electric System to 60-cycle is the gigantic project of applied science now being undertaken by the Hydro Commission. It will affect every Southern Ontario householder.

To meet popular demand the Government has unanimously approved the standardization of the frequency of the Southern Ontario system at 60-cycles. It has also approved the Commission's payment of the cost of conversion of the consumers' equipment to 60-cycles.

All this means a headache for the men who make the complicated plans and those who turn them into realities. The affable Director, H. H. Leeming, P. Eng., is conducting the frequency conversion project. Educated at Rugby College and the University of Toronto (Electrical Engineering), he has rendered 32 years of Hydro service exclusive of a hitch in World War I. In 1948 he was appointed to the directorship of the new Frequency Conversion Division (FCD). His is a position of great responsibility. Behind the scenes, it looks equivalent to a sentence of ten years' hard labor.

One typewriter in his office in the 5-storey Hydro Building on Toronto's Bathurst St., carries a key with the symbol for cycle, not unlike an "S" on its side. In contrast with direct current, alternating current surges back and forth through the circuit a number of times each second. A single back-and-forth flow completes a cycle. Frequency means the number of cycles completed in one second. In most installations on this continent the frequency is 60-cycle or 25-cycle.

Sixty-cycle motors and transformers are in general lighter and smaller, cost 20 to 25 per cent less than corresponding 25-cycle units. Motors with their myriad varieties loom large in the conversion program, causing a maze of troublesome details.

Southern Ontario has suffered by the trend in surrounding regions to use 60-cycle current. For the question, "How did we ever get into this undesirable situation?", Mr. Leeming has the answer. It is partly historical: as a compensation for lack of coal, Ontario has "white coal" or water-power, an asset that does not waste. Naturally, therefore, Ontario has been somewhat of a pioneer in hydro-electric development. In pioneering she stumbled into an error that successors have avoided. Nevertheless, her Hydro-Electric System now ranks among the three largest electricity supply utilities of the world.

In 1906 when Ontario Hydro was inaugurated under London, Ontario's Sir Adam Beck, current was at first purchased from private companies. It was 25-cycle, then considered in U.S. and Canada most suitable. (For some purposes it is still preferable. In the Niagara district, for instance, conversion must be made in such a manner that electric furnaces, steel plants and some others can still have 25-cycle.)

Forty years ago the common electric lamp was Edison's carbon filament bulb. While it did not flicker appreciably with 25-cycle, the tungsten lamp and the fluorescent lights of the modern fixtures do. Now the eyesight reason alone justifies the demand for conversion. The change is a decade or two overdue.

Several top specialists are handling the project: A. L. Ross, Mr. Leeming's assistant director; J. J. Jeffery, his special assistant; H. A. Smith, in charge of engineering; W. R. Harmer, in charge of consumers' services; W. G. Robertson, his "planning adviser"; and his "planning standards engineer", C. Gordon W. Fraser.

Heaters and Lamps: Instruments which do no more than obtain heat from the flow of electricity through wires or "resistors" (*e.g.*, toasters, irons, stoves, grates, heating-pads, soldering-irons but not oil-burners and stokers) operate equally well with either frequency and need no changing. The same is true for lighting equipment except arc-lamps with regulators and all fluorescent lamps. The latter require special "ballasts".

Electromagnets: Some small electromagnets do not need changing; for example, door-bells. Larger coils, however, and practically all solenoids must be altered, as in the case of large induction coils and of relays in apartment electric-door-locks and some thermostatic regulators.

Transformers: Some small transformers require no changing (*e.g.*, those for door-bells, and many in radios). If 60-cycle is applied to a radio and the transformer-hum (or purr) is no louder than with 25, as is often the case, no modification is necessary. Otherwise the transformer must be remodelled or replaced.

Motors: Small motors marked "universal" run equally well with either frequency and require no conversion. Universals are used in some small fans, in most sewing machines, in electric razors, vacuum sweepers, toy trains and in some food-mixers such as mixmasters. All other motors must be remodelled or replaced.

All induction motors must be converted; for example, those in electric clocks, the timers of electric ranges or automatic washers, and phonograph turntable motors.

Every washing-machine motor must be changed. Whether belt-driven, geared or direct-coupled, its drive (in most cases) must be remodelled to give the washer a proper frequency of rotation. The automatic washer has a pump, two solenoids as controls, and a timer. In these cases, therefore, the remodelling is quite extensive and cannot be done in a few hours.

All refrigerator motors must be converted. If a refrigerator is not of the sealed type, its drive must also be modified to compensate for the 20 per cent higher speed of a 60-cycle motor.

An oil-burner furnace and a stoker require considerable converting. The blower-motor, motor-operated damper-controls, and the ignition transformers, all require changing.

Thus it is not uncommon to find well over a dozen motors in an ave age household with no two of the alike and perhaps only five or six them universals requiring no conve sion.

How does this project look from t standpoint of those who carry it ou It is the largest, lengthiest and mo complicated program ever undertak by the Ontario Hydro Commission. calls for the cordial cooperation every manufacturer, industrialist a ordinary citizen. Leeming and h army of experts are guarding th pocket-book and the convenience the consumer in every possible wa but they rely on each citizen to endu unavoidable temporary irritations.

If the converting technicians cou do one house and then move on to th next, the problem would be relative simple. But a group or "cut" of 25 or 300 houses must be converted the same time and in one day. The da on which the cut is made in any di trict is called its C-day. The surve for a cut is made months before wit ample warning being given.

At a low average of 3 motors pe household a 300-cut necessitates th conversion of 900 motors a day!

Two items are considered "musts" and both are seasonal. I winter a furnace must be remodelle so as not to deprive the house of hea for more than a few hours. But sum mer or winter, a refrigerator shoul not be out of commission for mor than, say, half a day.

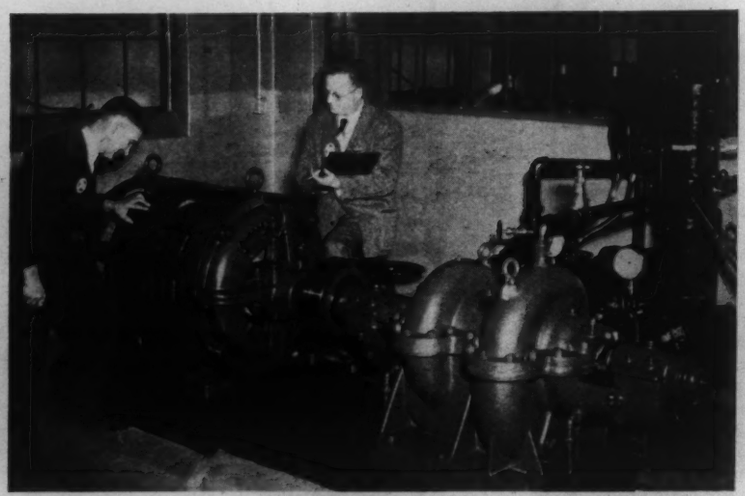
The tribulations of C-day can b somewhat ameliorated by dealing wit some items (*e.g.*, radios) beforehan and some others after the cut (*e.g.* door chimes).

Here are the numbers of some item to be converted: meters 844,000; por table fans 185,000; clocks 450,000 radios 802,000; record players 130, 000; refrigerators (sealed) 350,000 washing-machines 542,000; vacuum cleaners 280,000; fluorescent ballast 250,000; motors 1,800,000 — a tota load of 1,880,000 horse-power.

When the technicians come to store and factories they must deal with large motors for elevators and heavy ma chinery. In a medical building the must deal with X-ray instruments, in duction coils, ultra-violet machines an so forth. A broadcasting station pose special problems.

The headaches facing the en gineer are formidable but all Ontari will benefit from them at long last.

H. H. LEEMING: *"S" on its side.*



—Hydro News

CHANGE-OVER: *In Scarboro, 150-horsepower motor on pumping station unit.*

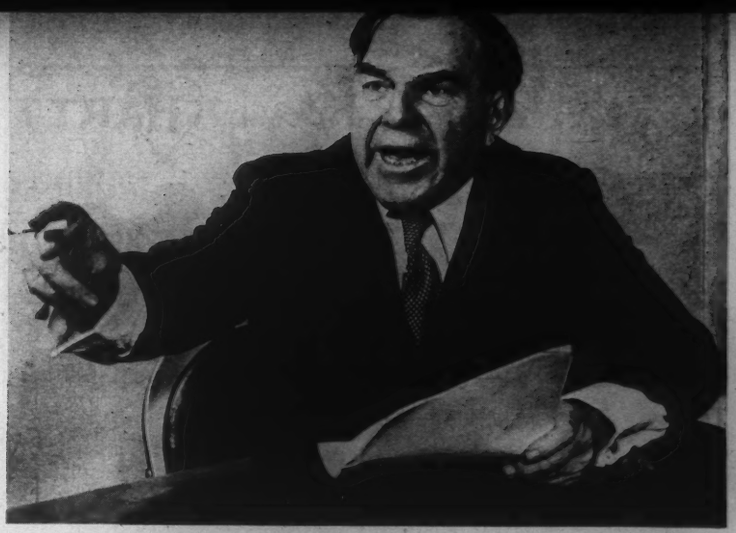
—Globe and M

C-DAY: *Survey and ample warnin*

The Bear of Ste. Adèle

Claude-Henri Grignon is the Man Whose *"Un Homme et Son Péché"* Hogs French Canada's Air Waves.

by Ed Bantey



—David Bier

THE BEAR *of Ste. Adèle himself—writer Claude-Henri Grignon of radio fame.*

FIVE enchanted evenings a week, at the magic-like hour of seven, life comes to a creeping quarter-hour halt for a million people in places as widely separated as Ste.-Elizabeth-de-Portugal, Que., and Miami, Fla.

In remote Quebec hamlets, *curés* resignedly delay evening services: village inns blandly refuse to serve dinner guests: business firms shy away from radio time as from the very plague. Reason for this phenomenon, strange as it may seem, is not a stupendous giveaway show but a 10-year-old, rather moth-eaten, French soap-opera known as *Un Homme et Son Péché,* ("A Man and His Sin"), product of the fiendish pen of a Laurentian country squire, Claude-Henri Grignon. It is the seemingly-endless story of a hateful, gravel-voiced miser and his angelic wife, living in picturesque 1890 in a poor village of *les pays d'en haut.* Their experiences have filled one novel, a 15-minute radio program for 10 years (first three, then five times a week) and two films, the second to be released in February.

Séraphin, the stone-hearted penny-pincher with a $75,000 hoard in his attic, and Donalda, his saintly wife, condemned to a life of misery, have also made Playwright Grignon a relatively wealthy man. A dozen years ago he was a hungry-looking, free-lance *journaliste,* almost penniless; today he lives in quiet luxury in the winter-and-summer Laurentian resort of Ste. Adèle.

But bushy-browed M. Grignon, who growls and refers to himself as "The Bear of Ste. Adèle" with grimaces reminiscent of the late Fiorello LaGuardia, has not only helped himself to fame and fortune. ("I was broke," he says, "so I had to write this. Otherwise I would have written a beautiful love story.") More important, he has brought something original to Canadian radio and screen.

The most amazing thing about *Un Homme et Son Péché* is the way its characters have become impregnated in listeners' minds. In Séraphin, Grignon has created a fictitious scoundrel, every ounce as famous to French Canadians as Dickens's Scrooge to Anglo-Saxons.

In some villages of Quebec, eastern Ontario and northern New Brunswick, *curés* no longer bid their flocks to be generous at collection time. Instead they enjoin the faithful not to act like Séraphin. At the hearing of Albert Guay (accused in Quebec's tragic plane-bombing) a witness was asked to be specific about time element. His reply was spontaneous: "It was just before Séraphin." Not even the judge smiled; everyone understood the man meant "before 7 p.m." Nor in French-speaking circles today is vile language necessary to insult someone. *C'est un Séraphin* is a searing epithet.

To understand what the name Séraphin possesses for French-Canadians and Franco-Americans, one must appreciate the villainous nature and cold, calculated miserliness of Quebec's Public Enemy No. 1. The characterization is no figment of Grignon's imagination. "I knew a Séraphin very well. He used to ruin my poor father."

CBC's French network lists *Un Homme et Son Péché* as the greatest radio drawing-card in Canada, with a rating proportionately higher than Charlie McCarthy in the U.S. Many practical examples of how Séraphin affects his listeners occur. Two years ago, Donalda was disclosed to be an expectant mother. Séraphin continued his brutal, slave-driving ways; she was docile and obedient, befitting a wife in those days. CBF (CBC's French outlet in Montreal) was flooded with layettes and other items addressed to "Donalda Poudrier." Over the years the station has received food, clothing and other parcels for Séraphin's wife.

—Quebec Productions Corp.

HECTOR CHARLAND: *typical pose of Séraphin, from the movie version.*

—Quebec Productions Corp.

NICOLE GERMAIN, *Hector Charland in "Un Homme et Son Péché."*

250 Evenings a Year

What makes the program such a sensation? Some radio experts think it is Grignon's sterling ability to provide strong drama without resorting to improbable situations; others feel it is his down-to-earth, contemporary approach to characters who lived 60 years ago. Grignon credits it to his dialogue—unstilted and typically *canadien.* The Poudriers and the 40-odd characters involved speak the language of the masses. Faithful to realities of Quebec life, the story becomes alive and real.

Un Homme et Son Péché is a soap opera in that it consists of a series of dramatic events, blended together over 250 evenings a year to produce a suspense-ending guaranteed to keep listener interest at a peak. "You can't exploit a theme too long or it is bad, very bad," Grignon points out. Sponsors realize the tremendous buying-power the program's audience represents. Originally on a sustaining basis at its start in 1939, the program was quickly sold; has had only two sponsors, a coffee firm and a tooth paste manufacturer. Few Quebec stations are able to obtain sponsors for 7-to-7.15 broadcasts. Listener regularity is indicated by frequent requests to CBC from parties who missed a broadcast.

It is difficult to conceive how the Grignon story would affect an English-speaking audience if translated. Some time ago an attempt was made, but Grignon threw up his hands in disgust when it was suggested the locale be changed to Ontario. No further action was taken. Probably the greatest handicap to an English success would be the inevitable loss of colloquialisms and native color. "How," asks Grignon, "would you translate *à cet'heure, on va laver l'cochon?"* Literal translation is "Now we're going to wash the pig"; actually the person intends to take a bath.

Grignon's story, a modest version of Balzac's "Eugenie Grandet," never stoops to the level of the John-loves-Mary type of soap opera. Divorce is unheard of: there is love, but "good love," in the author's words. The only triangle ever introduced (in a mild, indirect manner) was in the first film version of Quebec Productions Corp. There it was belatedly revealed that Donalda's true love, before she was "sold" in marriage by her debtor father, was a fine young *habitant.*

No one knows how much *Un Homme et Son Péché* in its three forms has netted Grignon. He reportedly receives more than $300 weekly for the radio program. Each of two films (a third is to be made later) has earned him five-figure sums. His original novel, which sold only 3,000 volumes when first published, has now reached the 60,000-mark because of the radio hit.

The enormous success of Séraphin has been due, Grignon feels, to Hector Charland, Registrar at the Montreal Courthouse. Lawyer Charland plays the lead role in radio and film versions; and his rasping voice, his monotonous perfection are favorites of French-speaking vaudeville imitators.

Grignon's contrary views on politics, religion and most controversial topics have made him unpopular to the extreme in some circles and he relishes the role. His favorite targets at the moment are a *curé* in Ste. Adèle whom he accuses of having maligned him before the village's last mayoralty race (Grignon was Mayor last year, won this year by a tiny majority; election was contested by opponent and court decision reversed results; now Grignon is out and has resigned as Mayor) and Premier Duplessis and his *Union Nationale* party. Of Duplessis legislation, he says: ". . . it is all bad, bad, bad." Although he has dropped publication of a one-man pamphlet he once issued, he still manages to make his views known. Recently he inaugurated a 15-minute program on Sundays (smartly timed with *Un Homme et Son Péché* which isn't heard on that day) and each week he editorializes to his heart's content on any subject he sees fit and without any censorship from his Sunday sponsor, a lighter firm.

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THE HARTT "TRIPLE"

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At Better Shoe Stores Across Canada Factory: Fredericton N.B.

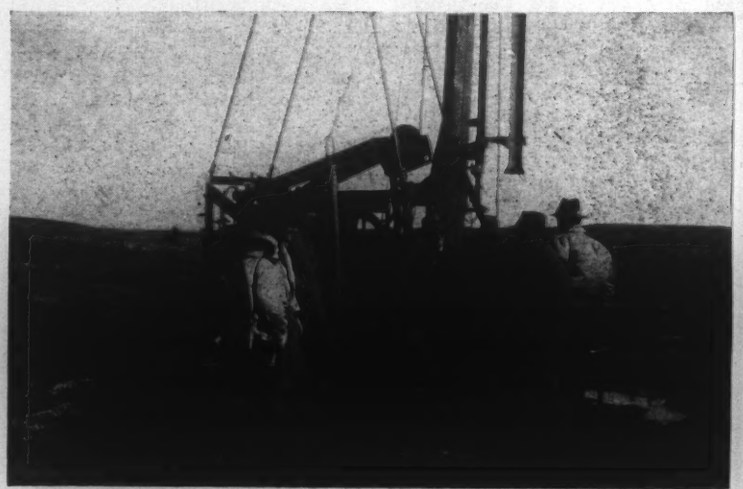
Labrador's Three Trumps

Iron Ore, 355 Million tons
Water power, Twice Niagara
Timber, Extensive Stands

by Eric Seymour

RECENTLY, with the announcement of the opening of the Labrador iron mines in two to five years, interest has been renewed in the 110,000-square-mile area of the mainland owned by Newfoundland. Premier Smallwood's statement of the proposed development vied with union with Canada as the main event of 1949 in Newfoundland's affairs.

For more than half a century it has been known that the rugged Ungava region of Labrador and northern Quebec was rich in iron ore. But nothing much was done to prove the extent of the deposits until two world wars had depleted U.S. supplies and the Canadian need for U.S. dollars became increasingly urgent. And since 1940, when gold- and silver-mining king Jules Timmins of Montreal became interested in so dull a substance as iron, a lot has happened. The President of Hollinger Consolidated Gold Mines is used to doing things in a big way, and this was the only way to tackle the Ungava project. He acquired a 20,000-square-mile concession in Labrador and a large area across the border in Quebec, and has spent $7,000,000 in proving that at least 355,000,000 tons of high-grade ore are present.



—Claude Howse

THE WILDERNESS *which holds 355,000,000 tons of iron ore. Last autumn Premier Smallwood (centre) flew to Labrador to watch drilling tests.*

Problem

When development is in full swing in about 5 years, this will mean a yield of 10,000,000 tons of ore yearly, the major portion of which will go to the U.S., some to Canada, Britain and Europe.

The problem of finding large enough markets to warrant opening up this unexplored region were once considered insurmountable. But Jules Timmins has completed a deal with six major U.S. steel concerns to supply them with the first 200,000,000 tons of ore produced. These firms will also help provide the necessary $200,000,000 to bring forth the treasure from the wilderness. A 350-mile railroad will have to be built to the St. Lawrence, as well as a hydro-electric plant. Nearly 10,000 men will be needed to get things going.

As regards water power, Labrador has tremendous sources which will add immeasurably to future industrial pursuits. By confederation Newfoundland has added to Canada's assets another great waterfall, twice as high as Niagara. When Labrador is extensively developed, the Grand Falls, an awe-inspiring 315 feet in height, will probably out-rival the famous honeymoon spectacle. These falls are one of the largest undeveloped water-power sites in the world with a potential of 1,250,000 horsepower.

Labrador possesses ten main rivers of which the largest, the Hamilton, is some 300 miles long. Rising on a plateau 1,800 feet above sea level, it passes over the Falls and drops 760 feet within 12 miles, with a water movement of 50,000 cubic feet a second. The flow is steady and strong, and numerous sites where power could be developed exist along its winding, turbulent course.

Only a small portion of Labrador, the Newfoundland section, has been explored. Besides its great water-power potentialities and the iron ore lodes destined to produce the raw material for the steel and iron requirements of the North American continent, the territory is known to contain valuable and extensive timber stands. Other sources of untapped mineral wealth may also exist.

All in all, the future of Labrador as a vital link in Canada's economy seems assured. And Canada's Iron Age is just beginning!

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letters

Origin of Holy Year

SURELY Mr. Dunlop is in error in his article on the Holy Year, appearing in Tuesday's SATURDAY NIGHT, when he writes that it is the institution of Alexander VI in 1399.

Alexander VI, Rodrigo Borgia, was Pope from 1492, the year of the discovery of America, to 1503.

Holy Year, or the Year of Jubilee, was a revival of the ancient Levitical "Jubile" and was first proclaimed in Rome by Boniface VIII on Feb. 22, 1300 in his decree—"Antiquorum habet fidem". This placed the Holy Year at the end of the century but, this being deemed too long a lapse for man's generations, in 1343 Clement VI set the interval at 50 years, which was reduced to 33 years—the earthly life of Christ—by Urban VI in 1389. Paul II in 1470 reduced the interval to 25 years and there it has remained. In 1933 there was a special "Year" commemorating the 1900th anniversary of the Crucifixion.

Ottawa, Ont. CHARLOTTE WHITTON

Beyond Expectation

MY SINCERE congratulations to your publication. Your well written article ("Threshold of the Holy Year", SN Jan. 3) as well as the most marvelous picture of our Holy Father with special cover display is far beyond our expectations of anything coming out of Toronto.

I firmly believe you have made a marvelous work in breaking down bigotry. Your paper will reach those who would never see the real truth since they would not pick up a religious issue.

Essex, Ont. REV. M. I. O'NEIL

Gardiner and Britain

MR. RICHARDS' article "Harsh facts from Britain" (SN Dec. 27) is excellent.

Much more publicity should be given the fact that Mr. Gardiner's attitude is making "bad blood". He must be aware of the true facts; therefore, what is his object? Is he a Communist? If so, he should be immediately exposed!

He is unfortunately in a position to influence too many people and this attitude is doing a great deal of harm throughout the West. A young farmer friend visiting only last night spoke of the "dirty deal" we had got from Britain and I was very pleased to be able to quote this excellent article and reveal to him the error in his thinking.

The fact that there is agreement, as Mr. Richards says, at informed top-government levels on the ends sought and on the mutual honesty of intentions, is unfortunately not given as much publicity as this other attitude, which can act like a slow poison.

Edmonton, Alta. D. RYLAND

Silcox on Christianity

IT WOULD be hard to praise too highly the article ("Christianity and Capitalism") by Dr. Silcox (SN Dec. 20).

Much has been written about the Church and the Industrial Revolution since the time of Tawney onward; but Dr. Silcox, in one short article, gives us the gist of the matter and succeeds at the same time in clearing away the fog and resolving the paradoxes.

Niagara-on-the-Lake, Ont. F. T. LAILEY

Roseland's Glory

FOR ONE of the few business concerns of our little community to be mentioned in SATURDAY NIGHT, was indeed a great honor ("Santa Claus, C.O.D." SN Dec. 27).

However, I feel that a gentle word of reproach might be in order. Mr. Ben Matlock, one of our most popular citizens, does not occupy "a reconverted stable just outside of Windsor", but has a spacious studio workshop in the heart of beautiful Roseland.

The burghers of this little village have no objection whatever to Windsor shining with reflected glory. But we would like your readers to know that the light comes from Santa's Work Shop in Roseland.

Roseland, Ont. DICK ROE

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Saskatchewan:

WATER PROBLEM

LIKE New York, Regina has a water problem. But unlike New York, Regina's problem has been evident for two years.

Regina's underground supply has not dwindled, but the city has grown and there just hasn't been enough water to go around. For two years, water has been rationed to the extent that limited quantities were available for lawn sprinkling. This was accomplished by restricting the hours for garden watering and prosecuting those who violated the regulations.

Regina has sought help from senior governments to finance a scheme to bring water to the city from the South Saskatchewan River. When a joint delegation from the city and the Province went to Ottawa, the Federal Government asked them to prepare briefs showing their ability to finance the scheme.

The city prepared its brief indicating that it could handle $2,000,000 of a total estimated outlay of $5,690,000. The Province has now prepared its brief, indicating it will finance one-third of the cost up to $2,000,000. The Dominion previously indicated it might help financially. The Province's brief was a disappointment to Regina. The city had hoped for an outright contribution.

Premier T. C. Douglas told Mayor G. N. Menzies that while the Province would finance $2,000,000, there were two conditions: that the Province's share be borrowed from the Federal Government at not more than three per cent interest, and that the debt incurred by the Province must be liquidated out of revenue received from water users.

In the long run, this would throw two-thirds of the cost back on the citizens of Regina, and if the Federal Government contributed on the same basis, the entire cost would be thrown back on Regina. In such circumstances, it is doubtful that Regina could stand the load, and it may mean the end of the scheme to bring water from the river.

Manitoba:

STEP DOWN

SIX different members of Manitoba's Legislature have been sounded out by Premier D. L. Campbell as to whether they would be prepared to vacate their seats to make way for Hon. J. C. Dryden, the Provincial Treasurer, who was defeated in the Nov. 10 Provincial election. All have refused, some politely, some not so politely.

As a result, with no seat available for the Treasurer, it is expected Mr. Dryden will submit his resignation from the Cabinet just prior to the opening of the first session of the 23rd Manitoba Legislature.

Premier Campbell is known to be keenly disappointed. According to reliable sources he will likely assume (on a temporary basis) the Treasury portfolio until after the session. This might forestall the required reorganization of the coalition Cabinet.

A reshuffle of the Cabinet just prior to the opening of the Manitoba Legislature would be embarrassing for the Premier. It would bring strong demands from his Liberal Progressive supporters that he increase the ratio of Liberal Cabinet Ministers to Conservatives. The present membership in the Cabinet is eight Liberal Progressives (including Mr. Dryden) and four Progressive Conservatives, or two to one.

This would mean the appointing of two new Liberal Progressive Ministers — one to replace the defeated Treasurer, Mr. Dryden — and the dropping of one Progressive Conservative from the Cabinet.

In the meantime there is a strong rumor circulating in Manitoba Government circles that if Mr. Dryden steps out of the Provincial Treasury post he may step into the position of Deputy Provincial Treasurer.

British Columbia:

REPERCUSSIONS

FOLLOWING Toronto's plebiscite decision in favor of Sunday sports, Vancouver sportsmen quickly jumped into print with cheers.

The subject has been a popular one with them for years. Sportsmen naturally want Sunday sports; most of the ministerial group don't. But one clergyman, Rt. Rev. Sir Francis Heathcote, Anglican Bishop of New Westminster, sided, to a degree, with the Sunday sports enthusiasts.

He said, as his personal opinion: "This is a democracy. If the people want it, they can have it. If they don't want it, they don't have to have it."

Other clergymen shouted that Sunday sports would commercialize the Sabbath. In Victoria, a public meeting opposing Sunday sports has been held. In Vancouver, Mayor Charles Thompson said Toronto's decision may mean another effort to get through City Council authorization for a plebiscite. If a vote does come, it looks as if the Sunday sports people would win.

RAINSHINE

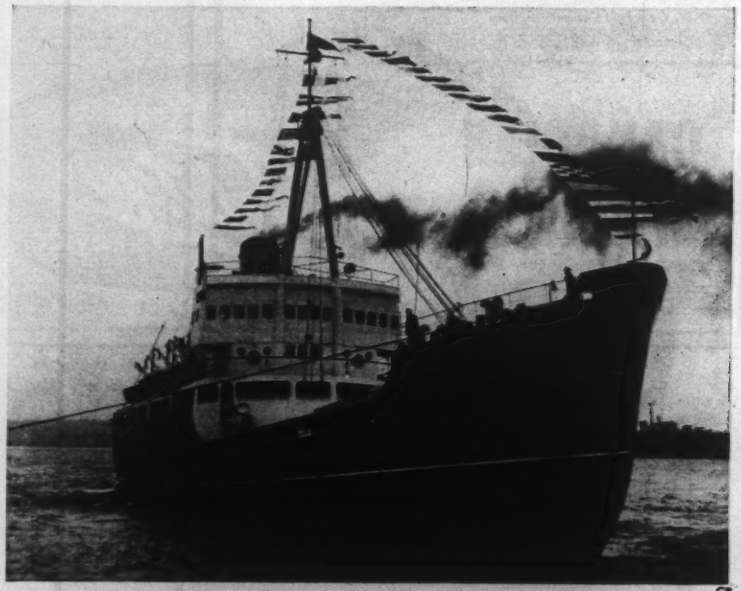
VANCOUVER, and British Columbia generally, are in the second week of a bitter cold snap, down to 6 above in Vancouver and close to the minus 60s in the interior. Six above in Vancouver is so close to the all-time low (4 above) that it makes headlines.

Several inches of snow (3.7 inches in one day) nearly stopped traffic and made life miserable for two kinds of people: (1) Vancouver-born, who never can get used to the rare stuff; (2) the ex-prairie residents who went to the coast to get away from it.

Worst feature was the closing of nearly a dozen small lumber mills in the Vancouver area, adding another 6,000 jobless to the list which already was around 37,000. The mills closed because ice and snow clogged up the machinery used to haul logs from the water. Schools closed in many provincial areas. Motorists were told how to drive on snow and ice.

The storm brought the biggest blow to Leo Sweeney, No. 1 Vancouver booster, head of the Evergreen Association. His mill was one of those closed. Sweeney, who never admits it rains in Vancouver — "that's just liquid sunshine"—switched to "Snow is *solidified* sunshine."

HISTORIC FLIGHT. *Two key figures in the historic flight of an RCAF aircraft to the Commonwealth conference at Colombo, Ceylon, check the weight of their luggage before boarding the plane at Rockliffe airport, Ottawa. At right is L. B. Pearson, Minister of External Affairs and head of the Canadian delegation. With him is Flt. Lt. E. W. Smith of Metis Beach, Que., pilot of the four-engined North Star making the first round-the-world flight ever attempted by the Royal Canadian Air Force.*



NEW BUOY TENDER. *Her pennants flying, the $2,000,000 Edward Cornwallis, is shown here as she arrived at Halifax to take over duties as the Transport Department's buoy and lighthouse tender on the Atlantic coast. The new craft will take over most of the duties previously carried out by the outmoded Lady Laurier.*

Alberta:

SINGLE DRINKS

ONE of the peculiarities of liquor control in Alberta is that a man may have a glass of beer with his wife in any beverage room in the Province except in Calgary and Edmonton.

The history of and the reasons for this restriction are obscure. When the Liquor Control Act was passed, it permitted mixed drinking everywhere, and the privilege was withdrawn in Calgary and Edmonton a short while later by administrative decision. In the Province's two biggest cities today, men and women must drink separately.

One by-product of the rule is that Calgary couples flock in the evening to such adjacent towns as Cochrane and Okotoks, where mixed drinking is allowed, while in Edmonton they all troop out to the little town of St. Albert, which is reputed to have the biggest beverage room in Alberta.

From time to time, demands are made that the ban on mixed drinking be raised in the two major cities. The latest of these requests came last week from a delegation of the Alberta Federation of Labor, representing 18,000 workers in the Province.

New Brunswick:

CHANGE AND DECAY

OLD-TIMERS of the New Brunswick lumber woods were both glad and sad to see the results of the second annual bucksawing championships held at the North Shore town of Dalhousie.

They were glad to know that someone — the New Brunswick International Paper Company, in this case — was keeping alive the competitive spirit that made life interesting in the heyday of long lumbering. But they were a little sad to think that a Quebec entrant — Lionel Gonthier, of Amqui — bested ace bucksawers among the New Brunswick woodsmen of the corporation. His time for sawing through a ten-inch bolt of spruce: nine and four-fifth seconds.

Old-timers also reflected that bucksawing isn't half so exciting as it was in their day. They remember when stream-driving time meant log-burling matches, when two lumberjacks stood at opposite ends of a hefty log in the river and spun it and counter-spun it with their caulk-cleated boots, each trying to throw the other fellow off balance.

Mostly the log-burling contests were spontaneous affairs—in contrast with today's systematic bucksawing tournament in which 63 camps took part and the field was narrowed down gradually for a month, with all entrants receiving regular wages and free meals and transportation. No, the oldtimers sigh, things have changed.

Ontario:

A CRUSADER'S TRIALS

SHOULD SUNDAY be a day of rest?

To prove it should be, a 70-year-old United Church minister, Dr. George G. Webber, has spent the past 22 years of his life in a crusade which has had more than its share of trials.

Monday, January 2, was the biggest trial of all when Toronto, "Toronto the good," in an upset—only equalled by a similar plebiscite on Sunday horse-cars some 50 years ago—voted in favor of allowing organized sport, including professional games, to be played on Sunday.

To Dr. Webber, who as General Secretary of the Lord's Day Alliance leads the fight for a closed Sunday in Canada, and who spear-headed the "anti" forces in the Toronto campaign, the vote was a smashing defeat.

—Globe and Mail

DR. GEORGE G. WEBBER

Those who expected the agreeable doctor to be either smashed or stunned, however, didn't know him.

Since he was called to the post of Western Field Secretary of the Alliance in 1927, leading to the General Secretaryship ten years later, Dr. Webber has devoted all his life to Sunday observance.

An agreeable man, short and with a mild manner and ready smile, his crusade, however, has not turned him into a fanatic. His approach to his goal is one of reasonableness and understanding.

The main point of the Alliance, he stresses, is that Sunday should be a day of rest, its main concern the protection of workers.

Yukon:

NARROW ESCAPE

DRIVING their big truck in the frosty fog along an ice-covered river, two Mayo men had a narrow escape from death last week. The truck, carrying a load of hay, hit a patch of thin ice over an air bubble and plunged into 15 feet of water.

The driver, mill operator Edward J. Kimbel, and his partner, Fred Harper, smashed their way out of the cab and swam to safety. In the 40 below zero weather, they ran four miles and crawled a quarter of a mile to hospital. Both men suffered severe frost bite to hands and feet.

Quebec:

BREATH OF . . . ?

CHARGES of corruption in three different police forces—Quebec Provincial, RCMP and Montreal municipal—along with allegations that two provincial officers engineered a recent bank hold-up, were made last week by a 28-year-old, self-admitted stool pigeon, who faces trial in a St. Hyacinthe court in connection with the $4,000 robbery of a Banque Canadienne Nationale branch at nearby St. Hugues.

The corruption, Charles Emile Poliquin said, took the form of protection money, allegedly paid by him in return for assurances that he "won't be touched as long as he doesn't use a gun."

Police officials had "no comments." But certain facts could not be overlooked: Montreal's Chief Crown Prosecutor, John Bumbray, KC, held a "private" meeting with Hon. Maurice Duplessis, Quebec's Attorney General. Banking authorities, through their investigation departments, hired Marcel Gaboury, KC, to represent their interests in the expected investigation. Deputy Provincial Police Chief Hilaire Beauregard, met with Gaboury, the investigators and Bumbray.

By week's end it seemed as if the blanket charges were narrowing down to provincial police. It also appeared that Poliquin wanted to implicate certain police officers because he knew that, at the insistence of banking authorities, he would sooner or later be haled into court.

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Perhaps the OED may well be thus described. In the sixteen thousand pages of its thirteen volumes are contained some 1,800,000 quotations selected from the five million excerpts from English literature of every period which were amassed during the seventy years of the dictionary's preparation. Unfortunately, most of us have insufficient shelf space (three feet) and funds ($150.00) to allow us to have this work in our homes and it is mostly to be found in libraries and other institutions. However,

THE SHORTER OXFORD ENGLISH DICTIONARY

which is the abridgement of the parent work, officially authorized by the Delegates of the Oxford University Press, is available as the best possible substitute for those who need a good dictionary. Its method reflects exactly that of the principle work and presents therefore a quintessence of these vast materials. 2,500 pages in two volumes, the SOED costs $21.00. Demand still exceeds the supply of this work but we are slowly catching up on our back orders.

THE CONCISE OXFORD DICTIONARY

is a further abridgement of the main work. Containing 1500 pages and priced at $3.00 the COD is perhaps the most popular authoritative dictionary for the student, for the home, and for the office. During the war and afterwards our supplies were limited and we distributed them as far as possible so that they should reach the hands of University students. Stocks are now available once more for the general public.

THE POCKET OXFORD DICTIONARY

is a further abridgement again, with 1000 pages and priced at $1.75. Also available is an American edition (giving both the American and British pronunciation and spelling) costing $2.25.

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books

MIDDLE DISTANCE

THE CROOKED CORRIDOR—by Elizabeth Stevenson—*Macmillan*—$3.50.

FIRST somebody said that Henry James was an author "who chews more than he bites off". Then Max Beerbohm's collection of satires "A Christmas Garland" contained a piece entitled "The Mote in the Middle Distance" and then the American expatriate became linked with everything that is ivory-towered, fusty, fastidious and nice.

Then the critical smoke began to clear so rapidly that the Jamesian word became literary law. Now the problem of finding the middle distance at which his work is best viewed seems well on the way to solution. Miss Stevenson's book, it will be said, is in line with the current revival of popularity of James's fiction; oddly enough, there has been a "current revival" of his work ever since the collected works appeared with the Macmillan colophon in the first decade of this century.

Miss Stephenson's intention is to show that the central drama of the Jamesian stage is the conflict between the sensitive, imaginative person and society. This she essays to prove by examining the man from within his novels. By keeping her eye strictly on the printed page and excursioning into the biographical realm only for a corroborative fact she makes a very fine case indeed.—*M.B.*

—Davison-Paxs

ELIZABETH STEVENSON

SOMETHING TO SAY

THE GRANDMOTHERS—by Kathleen Coburn—*Oxford*—$3.00.

THOSE pessimists and iconoclasts who refuse to believe that Canada has any such thing as a distinctive national literary talent would do well to treat themselves to the reading of "The Grandmothers" by Kathleen Coburn, Assistant Professor of English at Victoria College in Toronto.

If they persist in their disbelief, one can only call them prejudiced readers and feel sorry for them. "The Grandmothers" will be a book you will want to keep and read again. At the same time it provides irrefutable evidence for those who cling to the belief that Canadians have something t say and that some of them can say i not only well but memorably.

This is the story of two grand mothers: Ruth's "Gran" in earl Ontario and Jenda's "Babicka" i pre-World War I Bohemia. Thoug neither ever meets the other, thei grandchildren meet in Canada an talk about their two ancestors, whos common denominators were courag and humor and nobility of character

Between chapters, and knittin them together, Miss Coburn has in terpolated brief but remarkably beau tiful passages of what can perhap best be described as prose poetry some of them quite breath-taking Sample: *"The winds shake the hepati ca, the trillium, the petals off th bloodroot in the woods of the west flutter the new green cones of th hops, pass lightly over the dandelion covered gypsy camping-ground in th east; turn upwards the silver side o the leaf of the American willow, rock the pale tips of the tamarac; shake the golden European willow and th pale linden.*

"Little spring pools are now blue, now lighter than blue as the wind roams over them or leaves them quiet, in the rolling Bohemian fields, in untamed Canadian counties."—J.B.

KATHLEEN COBURN

ACROSS THE DESK

BOTH YOUR HOUSES —by Philip Gibbs — *Ryerson*—$3.00.

■ The old story, against a background of postwar Britain and occupied Germany, of the beautiful, well-brought-up girl falling heavily for the handsome, on-the-make villain, with a fine, upstanding hero languishing unloved till the last pages. Continually reminded of the hero's red hair, one could wish he were more true to type, either dragging the girl off to a cave before she married the wrong man or going out and getting drunk after she did.

However, the "too beautiful" young man with the "body like a Greek faun" obligingly shows his true colors early, with debts, shady deals, high living and, as the next-to-last straw, cheating at cards. The final straw, the arrival of the villain's real wife, leaves a chastened heroine free to join hands with the patient politician.

world affairs

WHY RECOGNIZE MAO?

BRITAIN'S recognition of the Chinese Communist Government, and President Truman's announcement that the United States will give Chiang neither military assistance nor military advice in his last stand on Formosa (which the Chinese call Taiwan), have stirred the last furious debate in Congress over the fiasco of American policy in China.

The real essence of the debate may not emerge very clearly from all the sound and fury. It is whether military or political considerations should dominate policy. The argument for American occupation of Formosa, which is still technically a Japanese possession at the disposal of the victors, or for American military assistance to Chiang and use of the U.S. Navy to prevent Communist conquest of the island, is mainly a military one.

It is urged strongly by General MacArthur, was accepted until lately by Defence Secretary Johnson, and has been taken up furiously by Republican spokesmen who have just returned from the Far East. Even such sober figures as Senator Taft and ex-President Hoover urge that the U.S. Navy be used to avert Communist seizure of this strategic position impinging on the security arc laid out by American defence authorities through Japan, Okinawa and the Philippines.

Surely it would be folly, they argue, to simply stand by and do nothing about this. Remember how we allowed the Japs to take Manchuria? Remember how we did nothing to fortify Guam? Having won complete pre-

—Kallem

END OF *the road? Chiang Kai-shek, indomitable wartime leader of China, his popular following lost and even the loyalty of his navy and airmen in Formosa in doubt, has now been finally abandoned by U.S., Britain.*

dominance in the Pacific at immense cost, are we simply going to let it be pared away again, bit by bit?

The opposing argument, made by Nehru, by the British and by the U.S. State Department, with varying emphasis, is that Chiang's regime is completely moribund, that no new moral and political forces which could lead an anti-Communist resistance in China, or even develop a bastion of Chinese democracy on Formosa, have shown themselves, so we must give up hope for the present of preventing Mao from consolidating his grip on China and concentrate on wooing him away from complete dependence on Moscow.

With his treasury empty, with a large part of the country suffering from a very poor rice crop last year as well as from the disturbance of the civil war, with industry and transport damaged and disrupted from 12 years of incessant warfare and depredation, Mao is going to need help from somewhere.

It is doubted whether he can get sufficient help from Russia; and it is doubted even more whether it is Kremlin policy to build up a strong China of 450 millions—far too lusty a "satellite" to control with certainty.

The Soviet leaders have never yet built up a territory which was not completely under their thumb. They are believed to have intentionally plundered the European satellites after the war, precisely to make them more dependent on Moscow; their policy in maintaining a special control over Manchuria, and stripping industries there which were vital to Chinese reconstruction, has the same marks. There is no reason to believe that this will not be intensely resented in China.

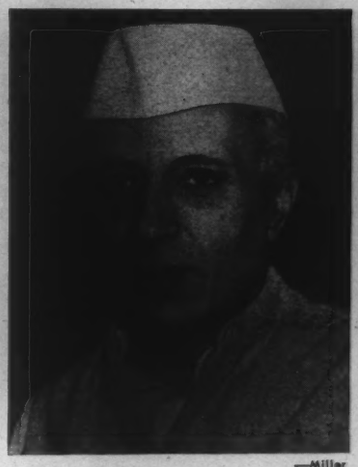
Can Mao be Pried Away?

Once it is made clear, as it now has been, that American forces are not going to take any action to keep Formosa separate from "new" China, the only imperialist pressure which the Chinese "People's" Government has to face is that of Russia. Those Western, and Eastern, policy-makers who urge recognition of Mao want to give him the opportunity to counter-balance this Russian pressure (which has already separated China, in differing degrees, Outer Mongolia, Inner Mongolia, part of Sinkiang, and vitally important Manchuria) by developing relations with other powers, particularly the economic relations he needs.

The idea that such a loyal Marxist as Mao can actually be pried away from his teachers, if not masters, in the Kremlin, is called fatuous by many. But there is only a minute percentage of Chinese who are blindly loyal to Stalin (whose successor they may not feel the same towards at all) or to Marxism (which is under constant revision). China has not the communication facilities to allow this small group to dominate its vast reaches in full totalitarian style. They will have to make compromises with provincial and local leaders; and indeed have already made many such compromises.

The Chinese Communist movement is based on the peasantry, notoriously anti-foreign and resistant to change, and certain to remain more Chinese than Marxist. Its leaders are bound to run foul of the anti-peasant attitude which has dominated Russian Bolshevism from the beginning.

It is all very well for the doctrinaires in Moscow to shout, as Moscow Radio did a few days ago, that "the



—Miller

HOPE OF FREE ASIA: *Though India's Nehru refused to join Western bloc, and led the way in recognizing Mao, his country is viewed as mainstay of new policy for a free Asia.*

question of hegemony in the Chinese liberation movement finally has been settled: *the proletariat, around which has rallied the bulk of the peasant masses, has assumed undivided leadership.*" This industrial proletariat, which could take over the "undivided" leadership of the Chinese Communist movement, barely exists as yet.

There is still another factor, which may prove the decisive one. Mao, whatever Soviet advice he may have had, largely organized his own struggle and built his own army, which is loyal to him. His position here is strikingly similar to that of Tito, and he is further away from Moscow and more able to assert his independence should circumstances demand and permit it.

Mao may not appreciate, any more than Tito did, Soviet insistence on taking all the credit for his victory. When he returns from Moscow he is going to find on his desk the transcript of a major broadcast of the Moscow Home Service, December 27, which claims that the Chinese were unable to free themselves before the Bolshevik Revolution showed them the one and only way.

"Stalin revealed the main laws governing the victory in China . . . Stalin rendered invaluable aid . . . Stalin revealed the characteristics . . . Stalin indicated . . . Stalin noted . . . Stalin emphasized . . . Stalin showed . . . Stalin pointed out . . . Stalin predicted Stalin gave a devastating reply . . . . Stalin showed clearly, as early as 1926 . . . The Chinese Communists, basing themselves on this splendid analysis of Stalin . . . Stalin warned the revolutionaries . . . Stalin defined the nature of the future revolutionary rule in China . . ." This is a great deal more than Mao ever granted.

This, then, is the argument of those who would recognize Mao's government, without in any way approving of its Communist doctrines, and while actively trying to block the further spread of Communism in the Far East. Discount it for wishful thinking, and there is still a good deal to it.

THE OTHER NIEMOELLER

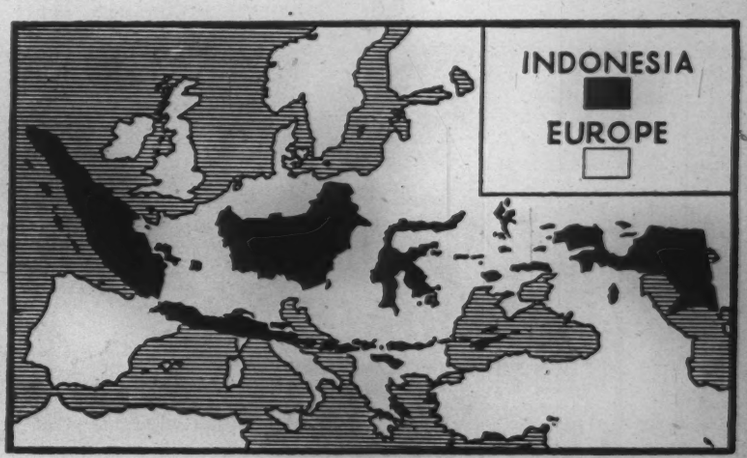
PASTOR Niemoeller is respected by millions outside of Germany as a man who accepted imprisonment by Hitler rather than give up the fight for his church. Too many, perhaps, believe that he opposed everything that Hitler stood for. This is difficult to reconcile with Niemoeller's offer, made from prison in 1939, to resume the submarine command which he held in the First World War and fight, in effect, for the victory of Hitler's Nazi state; or with his stand against denazification after the war.

Now Niemoeller has again shown the curious manner in which he divorces his political from his religious and moral ideas, by stating that the German people would rather take the risk of living under a Communist dictatorship than tolerate the continued division of their country. They must "demand" of the Allies that Germany be re-united, or turned over to UN trusteeship.

Germany's present divided condition, he implies, is the outcome of Vatican-American policy rather than Soviet. Whereas pre-war Germany was a predominantly Protestant country, the new Bonn Republic he terms "a Catholic state, conceived in Rome and born in Washington."

Niemoeller's comments have been strongly criticized by German editorial writers. Nevertheless, he has raised, however contentiously, a point which has been little noticed in the West: that the cutting off of the mainly Protestant areas in the East has left a Catholic majority in West Germany.

—*Willson Woodside.*



—Sip Paras, for Observer

AMAZING SPREAD *of new nation of Indonesia, compared with that of Europe.*

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U.S. affairs

TRUMAN AND CONGRESS

MR. TRUMAN'S "State of the Union" message, which launched the 81st Congress on what promises to be a bitter session ridden with election-year politics, was not at all the pugnacious speech which the Republicans, at least, had expected. Nor did it contain anything really new.

One might go even further and surmise that in giving it, Mr. Truman had no great hope that much of the legislation for which he asked would be passed this session. Astute political observers in Washington, where it is

—White in Akron Beacon-Journal
WHERE GREAT MINDS THINK ALIKE

almost impossible to keep a secret, believe that the President will be quite content if he can go to the people in the fall campaign and say that he had asked for all the things they needed (or wanted) and Congress wouldn't give it to him, so they should elect a Congress which would.

The public benefits which Truman asked of Congress were almost without exception those which were refused to him in last year's long and angry session: the "miracle" Brannan Farm Plan which promises high prices to farmers and low food prices to housewives, rent control extension, more federal aid for housing, the same for education, wider coverage and higher payments in the old-age and survivors pension scheme, more public power, and a national medical insurance plan. Of these only the rent control, housing aid and pension increase appear likely to be enacted.

Of particular interest to Canadians, the President called once again for the taking in hand of the St. Lawrence waterway and power project, as well as the Columbia Valley Administration, modelled on the famous Tennessee Valley Authority. Unfortunately neither of these great projects is deemed to have any chance of passing this Congress.

On foreign affairs Mr. Truman trod softly, expressing his appreciation for bi-partisan support. His strong appeal for continuation of the Marshall Plan, with the intimation that the appropriation could be reduced, and for continued support for Atlantic defence plans, seemed to be well received.

The independent *New York Times* commented on the speech, and Republican criticism of it, that while no exception could properly be taken to the promotion by politicians of a state of public welfare, the accusation against Mr. Truman that he was promoting a "welfare state" had some foundation. It was based on the belief that he was trying to travel at too fast a pace; he advocated centering responsibility in Washington, whereas Mr. Taft, who also has health and education welfare projects, would place a large share of the power and responsibility in state and local hands; and he seemed to think of the government as the benefactor of the people instead of their agent, able to provide only such welfare services as the people themselves make possible.

Where the Truman administration goes wrong, this paper believes, is in placing the emphasis on the benefits to be forthcoming from the hands of a beneficent government, rather than on the means of assuring the high level of economic activity that alone can make possible the payment of such benefits.

"We look in vain in this message for sufficient emphasis on the factors entering into this situation: on the need, for example, of public thrift and private diligence; of a tax structure that will stimulate new investment; of a fair and sensible compromise in the field of labor legislation, instead of Taft-Hartley repeal embraced as a hold-over issue for the next election."

EATON TO RUN AT 81

THE distinguished former Canadian, Congressman Charles A. Eaton of New Jersey, has announced that he will run again this fall. Though he will be 81 years old, he says that his mind "is still functioning."

Mr. Eaton was a Baptist minister in Canada at the turn of the century. One of the founders of Brandon College,

—Wide World
REP. CHARLES A. EATON

he was also a predecessor of the Rev. W. A. Cameron in the charge which later built Yorkminster Church, Toronto. At that time, Mr. Eaton says, he was a keen reader of SATURDAY NIGHT, and still sees it from time to time. He is the ranking Republican spokesman on foreign policy in the House of Representatives.—*Willson Woodside.*

theatre

ANOTHER PREMIERE

DEFYING superstition, the New Play Society, Toronto, opens its 1950 season on Friday, Jan. 13 with "Narrow Passage" by CBC's Drama Supervisor, Andrew Allan.

"It's not a radio play," Andrew Allan told SN a few weeks ago as emphatically as his tired voice and mind permitted. He hadn't had much sleep for weeks,—busy rewriting on the final draft, plus his regular stint at CBC. "Actually the idea came to me about three years ago while on a train. The play was conceived entirely in the visual medium."

"Narrow Passage" is about a woman who returns to her home town and of a grim experience that matures her. Third in the Canadian series being produced by the New Play Society, it was accepted—not only sight unseen—but unwritten. Playwright Allan just never had time to get around to writing it when he talked it over with NPS's Mavor Moore last summer. Moore wanted to produce the play. "With that incentive before me, I had to buckle down and write it," says Allan.

As a playwright, Mr. Allan has the backing of Allan the actor. He says he hasn't done any active acting for about 12 years now, but he was a well-known Hart House Theatre player back in the days of Carroll Aikins, Edgar Stone and Nancy Pyper.

ON THE DDF FRONT

REGIONAL adjudicator for the Dominion Drama Festival is Maxwell Wray, prominent British theatrical man. Mr. Wray began his career with the famed Old Vic Theatre and since then he has been stage manager, director and producer of many West End plays. The British Council nominated Wray, following a request from the DDF that it arrange for regional and final adjudicators for the Festival.

First regional festival opens in BC, Jan. 16: includes New Westminster's Vagabond Players ("Papa is All") and six Vancouver groups: Curtain Club ("Outward Bound"); Elsie Graham Dramatic School ("Little Foxes"); Everyman (two entries, "Arms and the Man" and "Noah"); North Vancouver Community Theatre ("George and Margaret"); U B C Players' Club Alumni ("The Winslow Boy") and Vancouver Little Theatre ("An Ideal Husband").

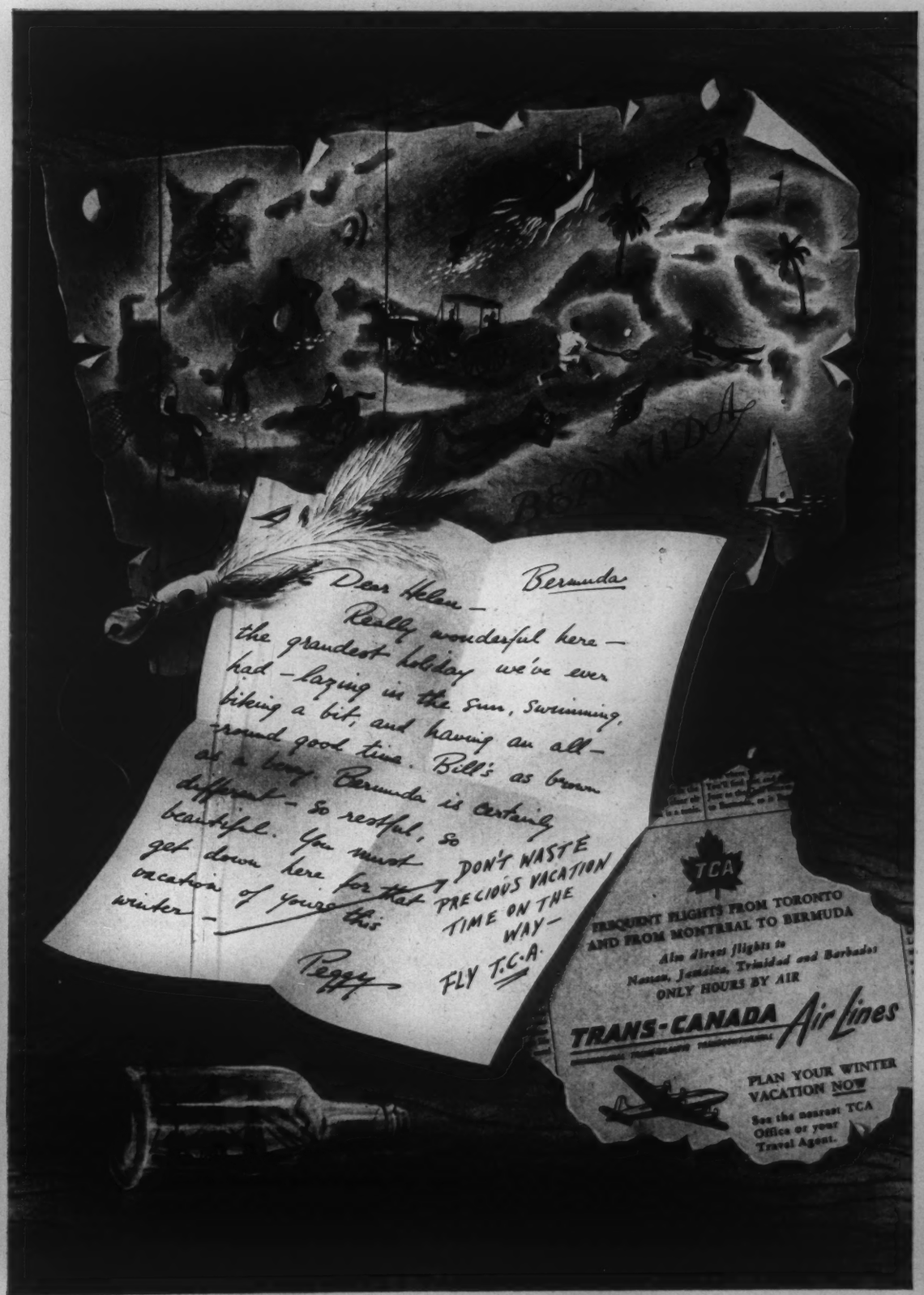
This year, a new drastic ruling excludes one-act plays from the final festival. (Exception: Canadian-authored short plays, calibre acceptable to regional adjudicator, may be invited on non-competitive basis: are eligible for Sir Barry Jackson Challenge Trophy for "the best presentation in the regional festival of a play written by a Canadian.") One-act plays may be entered in regionals but "shall not compete against full-length plays."

This year's Executive Committee includes: John A. Aylen, Major Norman H. Brown, Robertson Davies, Gwillym Edwards, D. Park Jamieson, H. E. Langford, Richard MacDonald, Mrs. D. W. McGibbon, Dr. H. Alan Skinner, Dorothy Somerset, the Hon. D. C. Wells and Mrs. L. T. White. Ex-Officio members of the Executive Committee include the chairman of each region and Charles Rittenhouse, the chairman of the Canadian Theatre Conference.

The final festival will be held in Calgary, beginning May 8.

—Harcourt, Paris

A BRAVE MAN: *Adjudicator Wray.*



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3 Family will enjoy analysing its needs and desires. Architect or builder can translate the findings into blueprint form, or purchase a stock plan which approximately meets them. Having an architect is recommended since house designing is just one of the many services which he provides. If a stock plan is chosen, get one that's approved for National Housing Act financing.

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from the editor's chair

How to Attain Stability

A NEW Canadian now resident in Montreal is the author of a work of some international importance. His name is F. E. Dessauer, his origins German, and his book is entitled "Stability" (Macmillan, $4.25). He makes acknowledgement of aid received from Professors Keirstead, Watkins and Fieldhouse of McGill. Progress and stability are not mutually contradictory ideas, but with very little over-extension they can become so. Roughly, stability is the continuity of existing social and political conditions, but this continuity "requires a certain inner necessity to become stability". The author's aim is to present certain general concepts by which we can judge the ideas of progress, regression, stability, and the efforts that men make concerning them.

In addition to an enormous range of knowledge, Mr. Dessauer exhibits a great deal of very practical wisdom. Autocracies are never very durable; "The craving for being always the first is the certain death of any stability. True aristocrats are free from that ambition because it is enough for them to belong to the leading group." Are the new regimes in Russia, Bulgaria, Yugoslavia "true aristocrats" or unstable one-man leaderships? Are they capable of creating a new true aristocracy in course of time?

AT CERTAIN times there are some societies which can be called static, and which are not (at the time) exposed to threat of fundamental change. "There are no static societies today." Without such societies stability has to be created by man's own deliberate efforts. Mr. Dessauer discusses very penetratingly several kinds of effort towards establishment of stability. The method of preserving a balance between different social forces he regards as precarious, especially now. The method of integration, "under a leading group or agency which speaks for the unified whole", can be but need not be authoritarian. It needs however "a continuously regenerated élite" and an ideology.

A most valuable chapter on Economic Stability discusses the policies of "detailed regulation" by government, of stabilization by private groups (with powers delegated by government), and of "full employment", under which last "the discipline of labor may become a serious problem." "A small percentage of unemployment is not too high a price to pay" for avoiding the endangering of political freedom. The concluding paragraph of this chapter makes the point that a full employment policy must be the work of the nation, of all its economic elements working "with an agreement on fundamentals . . . with fairness to the adversary and regard for the community." This paragraph ought to be engraved on the headquarters of the Canadian Manufacturers' Association, of both the great trade union bodies, of the big banks, of the Parliament Buildings, and of the Supreme Court.

THIS leads us aptly enough to a little paper-covered book, in the two languages, called "Structural Reforms in the Enterprise" (which means in the organization for the carrying on of productive or distributive work) and published by the Social Science Faculty of Laval University. It contains papers by two Laval professors and one Montreal one, and exhibits clearly the immense amount of thinking on this group of problems which is being done by Roman Catholics in the province of Quebec. These writers maintain that the true "free enterprise" has nothing in common with laissez-faire (which they unfortunately have to call "liberalism" because that is the customary French word) and that the evils of laissez-faire "liberalism" inevitably lead to its opposite "dirigism", or the completely directed economy, controlled in all details by the state.

All three writers rely mainly on participation by the workers in "profits, management and ownership" of the enterprise. But they safeguard their position by suggesting that some portion of what is now paid as wages is a buying-out by the employer (and consented to by the employee) of the worker's interest in these things, so that participation can hardly be treated as merely something to be added on to the existing wage scale.

THE PROBLEM which elicited both these books is that of how to deal with the new kinds of economic power which now co-exist in the same political entity, and which are so conflicting that they threaten to disrupt the economic life of the community, and so strong that the political power cannot subdue them. If democracy cannot produce in the majority of its members a loyalty to the political entity which exceeds their loyalty to their economic class, its future is not promising. That is the great question of the day.

by
B. K.
Sandwell

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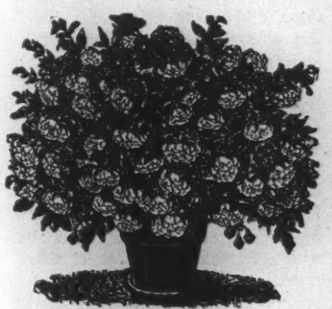

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education

WHITHER? WHERE?

AFTER four and a half years of silence, presumably in deep concentration, the Royal Commission on Education in Ontario, alarmed by mounting teacher shortage, has recently sent Education Minister Dana Porter an interim report. One of the recommendations advises the Government to lower still further the standards of qualifications for entrance into Normal Schools.

This means a second lowering of the standards. Only a year ago, urged by the warning of the Canadian Education Association that shortage of teachers would soon be disastrous, the Ontario Government made Grade 13 the Entrance requirement (a lowering from nine to five Upper School subjects). The present recommendation—and there is reason to believe it will be implemented—is to accept Grades 11 and 12 graduates "or candidates with equivalent academic qualifications who have been successfully employed in other fields."

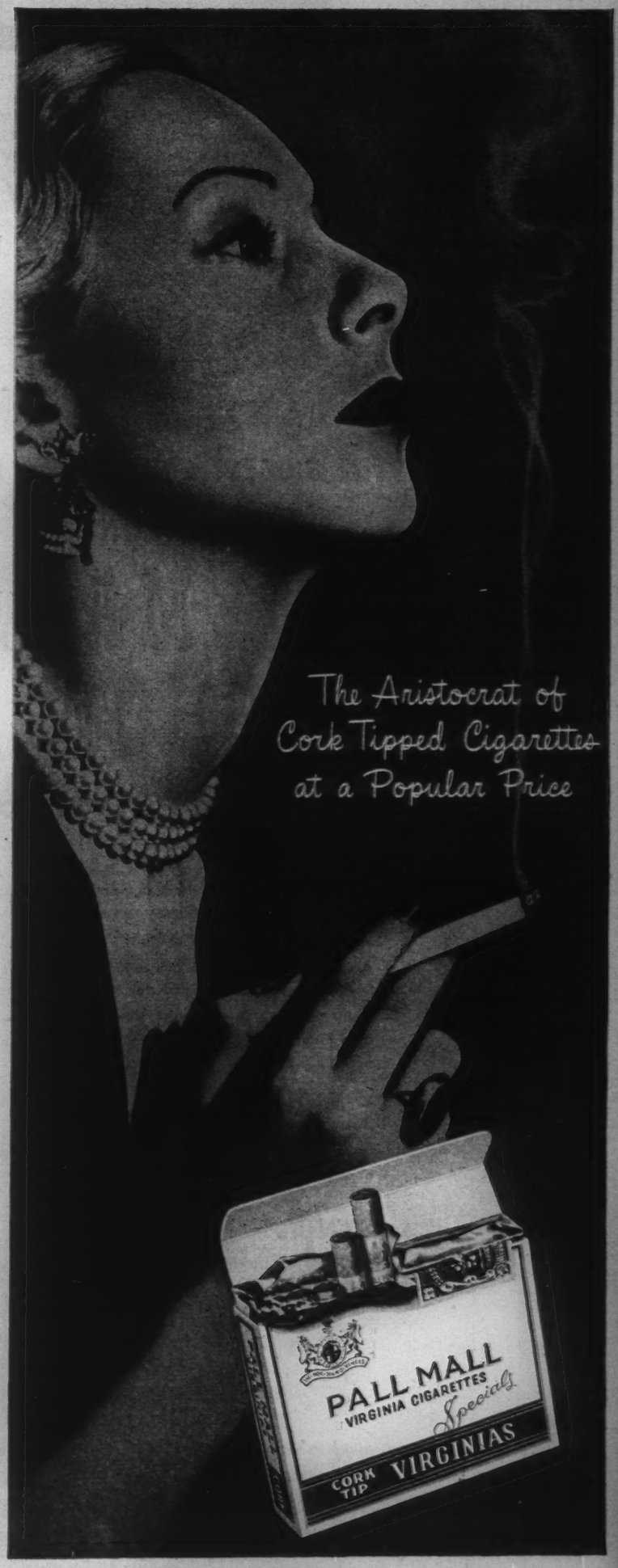
It is further recommended that, on successful completion of their year at Normal, candidates receive interim certificates, which will automatically become permanent after two years' "successful teaching."

At present Ontario has 1,100 teachers who hold what is euphemistically called "Letters of Permission". Holders of these precious documents are persons either with no professional training or with Middle School (Grade 12) standing or less. The status of the teaching profession has already hit a new low. Now it is strongly urged by a highly competent body of careful investigators that the low be made lower still. Says the Commission: "Any lowering of qualifications . . . is contrary to our convictions, but we must be realistic. In our opinion, emergency measures must be instituted."

Perhaps Robertson Davies in his "Diary of Samuel Marchbanks" (Clarke, Irwin) was being facetious but his words are applicable to the present teacher-situation in Ontario: "A lady suggested a scheme . . . for improving the standard of education in Canada. . . The plan is beautiful in its simplicity: (1) quadruple the present salaries of the teaching profession; (2) insist that all teachers be worth what they are paid; (3) make the teaching profession the hardest to enter of all the professions."

■ Commencing Jan. 13, the National Advisory Council on School Broadcast will present five Friday programs of interest to pupils anywhere from Grade 5 to Grade 9 inclusive. The series (called "I Was There") will dramatize outstanding events in Canadian history from the point of view of "the common man." The Council has done this popular eye-witness series before.

Jan. 13: At the Founding of Halifax
Jan. 20: With Wolfe and Montcalm
Jan. 27: With the Selkirk Colonists
Feb. 3: With Colonel By at Bytown
Feb. 10: In the Cariboo Gold Rush



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films

SPECTACLE WEEK

IN OLD-FASHIONED Sunday School rooms there used to be large scrolls of bright-colored Bible pictures, one for every Sunday in the year. Abraham Offering up Isaac, Ruth and Boaz, The Prodigal Son, Saul and the Witch of Endor, Solomon and the Queen of Sheba, Samson and Delilah. In their burnouses and togas and leotards, and with their strictly contemporary faces set off by luxuriant tresses or richly curling whiskers, the subjects of these pictures were precursors of later cinematic art. Any one of them might have been a still from a De Mille production.

According to Cecil B. De Mille, there is a screen story in every sixty pages of the Bible, and I don't doubt that there is and that if he is spared Mr. De Mille will make every one of them. He has, as old-fashioned people used to say, a "call" in this particular field.

No one else could so confidently reduce Oriental symbolism to the literal imagery of cinema. No other producer could combine robust and genuine piety with a talent for exploiting sex and spectacle. And no one, certainly, could believe as unquestioningly as Mr. De Mille does, that if you make a thing big enough, sheer size will absorb any element of the comic.

PROBABLY the greatest De Mille asset however is a complete innocence of historical imagination. If he were to speculate even for a moment on the actual life and customs of people in Gaza and Zorah in the days of Samson and Delilah, he would be hopelessly lost; so he wisely does nothing of the sort. Instead he makes his Danites and Philistines behave like rather wild contemporaries, throws in some current social comment, mixes Scriptural passages with Hollywood dialogue, and dresses the Philistine Delilah up in a blend of Hollywood night club and Mediterranean beachwear. The familiar tone is never betrayed, and when the Mother of Samson takes to brooding over the future of her son, everyone is back once more watching Mother Hardy fretting over Andy.

No one in a De Mille film seems to be required, in any serious sense, to act. Acting that aimed at any characterization would, under these circumstances, be as irrelevant and embarrassing as an "interpretation" in a church pageant or atop a float.

All that is required of Victor Mature as Samson is that he glower, posture, and ripple his muscles; or of George Sanders that he parade in state and sneer above folded arms; or of Hedy Lamarr and Angela Lansbury that they skitter about amorously without a thought of their Philistine models in their beautiful heads. If their un-Scriptural looks and dialogue seem wildly ludicrous at times against a Scriptural background, you may be sure that they are never funny for a minute to Mr. De Mille, who would probably regard any conscious use of anachronistic humor as the height of impiety.

It took four Hollywood writers to

rework the Scriptural story into screen shape. While they have allowed their fancies to range as widely as possible in setting up relationships and motivations, the great moments of the original story have been treated with fundamental fidelity. Samson wrestles with the lion, slays his Philistine enemies with the jawbone of an ass, and brings down the Temple with his bare hands. These feats seemed if not exactly plausible at least exciting to watch.

The shearing of Samson was less successful. It takes all the sonorous dignity of the King James version to lift this episode to the height of heroic literature. In the hands of the four Hollywood writers it hardly rises to the level of the comic.

I ARRIVED at "The Prince of Foxes" just as the hero (Tyrone Power) was presumably having his eyeballs squeezed into a handkerchief, for the amusement of Caesar Borgia (Orson Welles) and his dinner guests. This sort of entertainment may amuse the Borgias and even fascinate some little Borgias in the audience, but it represents the type of screen *frisson* I can get along happily without.

Period pictures nearly always tend to be more sadistic than contemporary films, on the theory—or possibly on the pretext—that human beings were more brutal in other centuries than they are today. "The Prince of Foxes" is no worse than most costume dramas in this respect, in fact it presents throughout the depressing sameness that seems to be the only distinguishing feature of period films.

Here we have Tyrone Power acting as a sort of legman in the interests of Caesar Borgia. Caesar has his eye on a piece of neighboring territory, so his agent is despatched to "negotiate" for it. But he is so impressed by the saintly Prince (Felix Aylmer) and his youthful bride (Wanda Hendrix) that he virtuously switches sides, which leads to battle, capture, and, inevitably, a rapier duel in one of the Castle's basement rumpus rooms. Both Tyrone Power and Orson Welles are old hands at this sort of thing and perform with style if not with great spirit. But if little Wanda Hendrix is an Italian Countess of the Fifteenth Century, then I am prepared to rent myself out as a Sholomite Woman to Mr. Cecil B. De Mille.—*Mary Lowrey Ross.*

—Cecil B. De Mille

SAMSON & *Delilah*: *Victor Mature*

music

ON THE TABLES

LES JEUX D'EAUX A LA VILLA D'ESTE—*Liszt*. José Iturbi tinkles off this one. It makes pleasant, if not very profound, listening. *(Victor: 45 rpm. 49-0429.)*

DONNA, NON VIDI MAI—*Puccini* and *Siciliana:* O LOLA—*Mascagni*. Tenor Jussi Bjoerling made this recording in Europe. The opera star could have put more dramatic punch into his reading but his tonal quality is of the purest. Fine recording fidelity. *(Victor: 45 rpm. 49-0475.)*

SYMPHONY NO. 6 ("Pathetique")—*Tschaikowsky*. Arturo Toscanini conducts the gilt-edged NBC Symphony Orchestra with a sensitive hand. He smoothes out the highly emotional flashes—the flashes that satisfy too many lesser conductors—and produces just what the work is—a highly integrated expression of Tschaikowsky's subjectivity. Recording: excellent. *(Victor: 78 rpm. DM-1281.)*

SYMPHONY NO. 40 IN G MINOR—*Mozart*. The London Philharmonic Orchestra under Erich Kleiber succeed with deft touches and a reverently literal interpretation (including the use of the proper woodwind section specifically set down by the composer and up to very recently ignored) in demonstrating that the work though deeply philosophic is not so brooding or so tragic as is usually claimed. (London, at 33 1/3 rpm, LPS 89).

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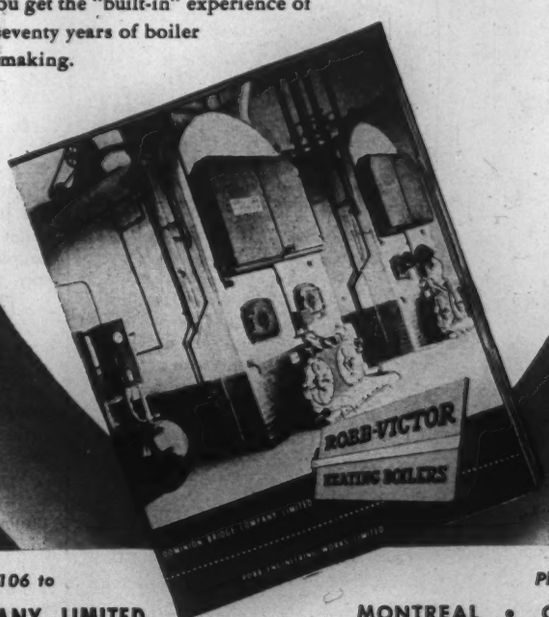

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PROGRESS IN THE FIGHT AGAINST

TUBERCULOSIS

THE OUTLOOK for controlling tuberculosis grows brighter each year. In fact the death rate from this disease has declined more than 80 per cent since 1900 and more than one third from 1940 through 1948.

Authorities emphasize, however, that continued improvement in the mortality from tuberculosis depends upon *finding every case, treating it promptly, and preventing the spread of infection to others.* They also hope that further technological developments will prove valuable in the treatment of this disease.

Efforts toward early discovery

New tuberculosis cases are being discovered in greater numbers than heretofore as a result of modern diagnostic techniques. In fact, during the past 8 years, the number of new cases actually reported *increased* by nearly one third. This reflects the progress that physicians, health authorities, and others are making in their efforts to discover tuberculosis *early*. For example, thousands of people in our country are now being X-rayed each year to help protect themselves and their families,

In addition to X-rays, other diagnostic aids such as tuberculin tests and fluoroscopic examinations make it possible to discover tuberculosis in its early stages and commence treatment before it spreads.

Old and New Weapons help in the fight

Rest in bed, preferably in a sanatorium or tuberculosis hospital, is still considered to be an important method of treatment. The use of surgery in some tuberculosis cases has proved to be beneficial; in fact there are now several operations which may, under proper conditions, help give diseased lung areas extra rest.

There is evidence that the next great advance against tuberculosis may come through treatment with new drugs. One type has already been used successfully in some forms of the disease. Other promising drugs are being tested in the laboratory.

Experiments with a vaccine offer the hope that its use will help certain individuals to build resistance against this disease.

If tuberculosis is discovered early, and treated promptly and properly, there is an excellent chance that it can be controlled. In this event the patient who carefully follows his doctor's advice and adjusts his living habits accordingly can generally return to a nearly normal life.

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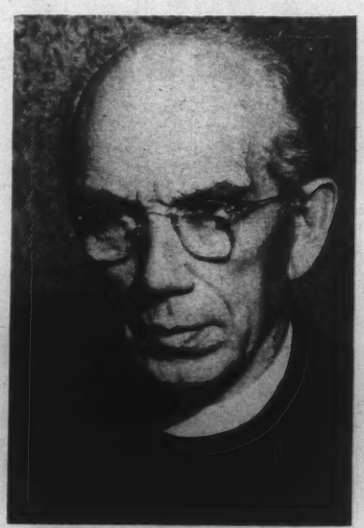
religion

DEPLETED

THE MODERATOR of the United Church of Canada, which has its 25th anniversary this year, has issued a call for full-time service in the church. He would like to have 925 volunteers in the next five years.

During a trip through the Maritimes last month Dr. Brewing said, "Science is attracting young persons to its ranks who might otherwise become ministers. The situation is not a happy one. But, there is a way out. Many young men are beginning to see that this modern colossus that science has created is on its way to another tragedy, unless it gets the spiritual direction and control of Christianity. The world needs engineers of the spirit."

Dr. Brewing includes in his figure of 925, active ministers, deaconess workers, WMS community mission-



—Globe and Mail

MODERATOR Brewing: *The world needs more engineers of the spirit.*

aries, missionary nurses, medical doctors for overseas work and special category women workers.

In Newfoundland alone the situation is so bad that it takes a whole year for one man to cover his parish. Most of the clergyman's travelling has to be done by boat. It is not unusual for a minister to marry a young couple in an outlying hamlet and then turn around and christen their baby.

"The Christian ministry is a broader matter than the ordained ministry and pulpit service. Full life service covers the whole field of life's activities and employment. It means withdrawal from every un-Christian enterprise and putting the Christian import into whatever tasks we are doing."

Willard Brewing's own career as a spiritual engineer has been long and undeviating. After 11 years as Bishop of the Reformed Episcopal Church (1914 to 1925) he joined the United Church of Canada when his attempts to unite his church with the new body were unsuccessful. After preaching duties carried him from Toronto to Vancouver and back in the course of the next 20 years, he was elected Moderator in 1948.

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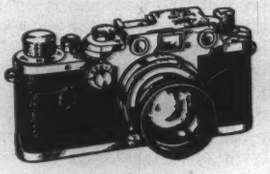

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SATURDAY NIGHT

world of women

(1)

(2) —New York Dress Institu

Back To The Twenties?

(3)

SLIM LEGS again emerge into view as skirt lengths become more abbreviated. It's been a gradual process, not extreme, and was first hinted at by the introduction of the shorter length evening dress. With these shorter skirts comes more than a suggestion of the styles of the flaming Twenties . . . narrow skirts, lowered waistlines, natural shoulders, head hugging little hats.

The Illustrations:

(1) Underscored for Spring 1950, the elongated waistline in an iridescent navy taffeta dress. Portrait collar and triple, cone-shaped folds at hipline give it an ultra-feminine air.

(2) Trend-setting chemise dress with low oval neckline and back, in navy blue crepe with white bead and rhinestone decoration on bodice. It has self belt.

(3) Spring blouse-and-skirt cocktail costume of white embroidered organdy blouse, and a navy taffeta skirt. Victorian sleeves are double-flounced.

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Inheritance:

Miracle of Modern Hospital

by F. Cyril James

A CONDENSATION *of an address delivered by Dr. F. Cyril James, Principal and Vice Chancellor of McGill University, at the New York Infirmary Building Fund Dinner, at the Waldorf-Astoria Hotel, New York City.*

CONTEMPORARY advertising insists that we should "Never underestimate the power of a woman."

The work of the New York Infirmary during the past ninety-five years emphasizes the great contributions that women made to the development of medical practice and hospital care during the middle years of the nineteenth century. We are proud of their work, but do we realize clearly the magnitude of the task that they performed?

Let me state the point of departure. The date is July 7, 1863, on the morrow of the Battle of Gettysburg. The letter from which I am quoting was written by Cornelia Hancock, a young Quaker lass of 24 who had volunteered for service as a nurse in the military hospitals of the Union Army.

Quaker Letter

"So overwhelming was the demand for any kind of aid that could be given quickly that one's senses were benumbed by the awful responsibility . . . From the pallid countenances of the sufferers, their inarticulate cries, and the many evidences of physical exhaustion, . . . it was swiftly borne in upon us that nourishment was one of the pressing needs."

Let me ask you to notice the date of that letter: July 7, 1863.

Nearly ten years had passed since Florence Nightingale and her thirty-seven comrades had sailed from England on October 21, 1854, to undertake in the military hospital at Scutari the first attempt at proper nursing of which we have record in recent times. But, in spite of the experiences at Scutari, the knowledge acquired in that grim school was not available to Cornelia Hancock at Gettysburg.

Let me remind you that, in 1860, Florence Nightingale had opened the first modern school for nurses at St. Thomas's Hospital, in London, and the first superintendents of nurses at both the Bellevue Hospital in New York and the Philadelphia General Hospital were to be drawn from the graduates of that School. But there is nothing in Cornelia Hancock's letters to suggest that the United States Sanitary Aid Commission (repellent title to our modern ears) made use of Miss Nightingale's graduates or her writings on hospital organization.

The women of America, fighting the same battle ten years after the women of Britain, were destined to prove their worth during the long years of the Civil War, but the contrast of dates should make us realize how arduous a task those women undertook. Our knowledge of the superb quality of military medicine during the recent war should make us deeply appreciative of the pioneering struggles of Florence Nightingale. She earned the laurels that invest her memory.

But fame is a fickle jade. That journalistic recognition of the past which sometimes passes for immortality is less even-handed than justice. We remember Florence Nightingale and forget Elizabeth Blackwell!

We should remember that young American woman more often than we do.

In 1849, exactly 100 years ago, she had graduated in medicine from Geneva College—the first woman doctor in the modern world. Syracuse University, which has since absorbed Geneva College, can remember that occasion with pride (even though the admission of Elizabeth Blackwell by a resolution of the medical students was contrary to the desires of the faculty).

—Nakash

"WHOM *do we follow?*": *Dr. James.*

The leading medical schools of the United States, including my old academic home at the University of Pennsylvania, shut their doors emphatically in the face of the earnest young woman, and the leading hospitals adopted the same attitude after she had won her diploma.

Punch, in distant London, might express its congratulations to the "doctress" in sprightly verse, but the medical profession on this side of the Atlantic was not amused. It is, indeed, to the credit of the British Medical profession that Dr. Black-

DR. JAMES *was born in London, England, received his education in England, United States and Canada. Prior to his present appointment he was Professor of Political Economy at McGill. He is an active member of several hospital boards.*

well was admitted by Sir James Paget as an interne at St. Bartholomew's Hospital long before there was any recognition of her qualifications in her own country.

It may be that, if there were no obstacles, there would be no greatness of human effort. If New York had welcomed her as warmly as London, she might have entered upon a normal medical career and been forgotten. It was the resistance of New York hospitals to her requests that she be admitted to their staff which crystallized her ambition and led her, in 1853, to open her little dispensary on Seventh Street, near Tompkins Square.

It was the same resistance to her ideas, and the growing number of her friends, which led to the formal incorporation in 1854 of the hospital that has since grown into the New York Infirmary.

At the age of 33 Elizabeth Blackwell had blazed a new trail in medical practice and hospital care.

Our concept of hospital care has developed beyond recognition during the past century. When Dr. Blackwell started her dispensary in New York, when she walked the wards of St. Batholomew's in London, when she served as orderly at La Maternité in Paris, hospitals in all three cities were rather grim places crowded by the poor and the destitute, made grimmer by the suffering of incurables.

They catered largely to what our ancestors called "the lower classes", and those who could afford it were attended in their own homes by their private physicians. Even more important, the chances of survival were slim for those who did enter hospital. Hospitals were places of pain and bitter sadness.

In a technical sense, our changing concept of hospitals is the result of medical research and scientific progress, but its practical implementation owes much to our changing ideas of social organization.

Entitled to Best

All men and women, all children, are entitled to the best care that a hospital can offer. If they can pay for it they do: if they cannot they must receive it as a gift from the community. But that philosophy implies a tremendous increase in the extent of our hospital facilities, so that careful planning becomes essential. We cannot afford to leave large areas of the city without the necessary hospital facilities.

But there may be some who think less of the dreams of Elizabeth Blackwell than of the tangible contents of their own pocket-books and safe-deposit boxes. If hospital care must be made available to everybody, whether they can pay for it or not; if hospitals must be carefully planned and coordinated to meet the needs of the community, why should we not leave the whole business to the State?

Why not? You remember that old Scrooge, on a famous Christmas Eve not long ago, had a ready answer to the men who came to collect money for the poor. "Are there no prisons? . . . and the Union workhouses, are they still in operation?" I pay my taxes—more than I think reasonable. Why doesn't the government look after all this hospital business and leave me alone?

That is a logical conclusion, if logic is our guide. We can be sure that if the community does not voluntarily provide adequate hospital facilities the government will, in the long run, do so. It may be that a few thousands of people will suffer and die meanwhile, because governments operate slowly and powerful groups of voters object to any increase in taxes, but the health of the nation is so important that no government can for long refuse to face the challenge.

If the community—which means you and me as private citizens—is no longer willing to shoulder voluntarily the obligations of citizenship in a democracy, the government must assume our responsibilities. And I might add that government will assume them at our expense, because the contributions that we would not make voluntarily will be taken from us in taxes or, it may be, by a later devaluation of the dollar.

We cannot go back. We must move steadily forward—either on our own initiative or under governmental compulsion.

Which shall it be? There is much argument nowadays about Socialism and Communism — affrighted argument on the part of those who see a red spectre on the horizon and are fearful that they may lose their privileges or their possessions. That fear is justified. Communism or Socialism would deprive us of our freedom, of our right to make our own decisions.

But Communism will not be defeated by pious platitudes and propaganda. The strength of Socialism in England comes from the roots of human grievance during the long years of depression after 1921 when millions of families felt that they were getting less than a square deal.

The danger of Communism in the United States is not to be measured by the handful of those poor fools who are the dupes—paid or unpaid—of the Russian government. Communism will become dangerous only if there are millions of Americans who feel in their hearts that they are receiving less than their due.

Each nation gets the government that it deserves. The strength of democracy is to be found in the sense of personal responsibility which exists in the hearts of its citizens—whether we are talking of ancient Athens or contemporary United States. What you and I do not do—because we are too selfish or lazy—the government may in time undertake, but democracy and all the traditions of western society will have been weakened by our abdication.

Whom do we follow? That Samaritan whose sense of comradeship with all mankind has given glory for two thousand years to the little country from which he came, or the unregenerate Scrooge who, pure capitalist that he was, gave cause and argument to Socialists and Communists alike?

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SATURDAY NIGHT'S

Analyses of Canadian and World Business

Personalities:

Andy's Assistant

by May Holland Cox

IT TAKES an earthquake to change some people's lives; it took only one little iceberg to determine Vi Dickens'.

She was teaching art and kindred subjects in Ontario's small towns when she suddenly decided to make a trip to England. Twenty miles off Cape Race the old *Grampion*, in thick fog, headed straight for a mountain of ice, shaved tons of it neatly over the deck, stove a forty-foot hole in the ship's bow, and created panic among its passengers.

During that long night of the wreck, to keep up her own morale, Vi wrote about the accident. When the *Grampion* put back to St. John's, Vi made the acquaintance of Newfoundland, and learned to appreciate codfish, and still more codfish, for three happy weeks.

Her wreck stories were printed in *The Toronto Globe*, *The Toronto Daily Star* and some small town papers. Later, stories based on the island's history appeared in Dr. Archer Wallace's Sunday school papers.

Teaching forgotten, Vi turned joyously toward writing and she freelanced for the venerable *Sunday World* which in its time has cradled so many of Canada's ablest journalists.

Vi Dickens Clarke

Later still, in capacity of woman's editor for *The Farmer's Sun*, Vi frequented plowing matches, recognized beauty in fat pigs, and took a deep interest in rural life.

This was merely prelude to reporting for a metropolitan daily, her aim. She did fashion advertising, then applied to *The Globe* for work on a weekly shopping news sheet. As Vi entered the gloomy old *Globe*, Andy Clarke, City Editor, was just leaving it, trying, as he walked, to poke tobacco into his pipe and light it at the same time. Andy recognized her as belonging to the breed and the deal was concluded. So she worked on the paper and ran the Women's Building at Canadian National Exhibition, as assistant and, after a few seasons, as Mrs. Mona Purser's successor.

For fifteen years Vi did regular reporting and special advertising features for *The Globe;* then when *The Mail* amalgamated and brought its own staff, Andy went for a time to *The Star*, eventually to develop for CBC his famous Neighborly News broadcasts which were to endear him to a great listening following for over eight years.

Vi took on a new role which was never defined precisely—a consultative job in a big laundry business in Toronto. She bought a car, learned to drive it and park without denting fenders.

During the war Vi had a try at fitting people to jobs, but was offered an underwriting position on Canada Life where she still is. She had been

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selling insurance for about a year when Andy phoned to see if she could help him clip and write material for his broadcasts from 260 weekly newspapers. His son and daughter had gone to war duty and he was fed up with doing it unaided. Vi's typing is the good old peck-and-hunt system but entirely adequate, and she trained a regular assistant who took it over from her.

In 1946, to avoid publicity, Vi and Andy were married in Ottawa, and left in her old car for a fishing-trip honeymoon through the small towns and rural districts so dear to them both.

They settled down in their new white brick bungalow at York Mills to an existence as rare as it was satisfying. Perched on a rise overlooking the Don Valley, with sharply sloping terraces leading down to forest and the narrow stream at foot of their garden, Clarkesholm became meeting place for their innumerable friends, and a base to which the owners returned after broadcasting-fishing trips throughout the province.

It was in preparation of these talks that Vi was Andy's invaluable assistant. When on occasions he was too ill to deliver his hearty "Good morning, friends!" to his radio fans, an old friend, Frank Peddie, and, later, a younger one, Don Fairburn, on whom the "Neighborly News" mantle has fallen, took over the task of delivery, but it was she who prepared the script.

Life contained no dull moments in this short marriage, for in its less than two years there was so much of interest to do, so many places to go, so many friends to meet that it was like a rapidly shifting kaleidoscope. Fishing being Andy's number one amusement, every trip in the "Stude" meant taking rod and bait. Seldom have two such dynamic personalities come together, each to complement the other to perfection.

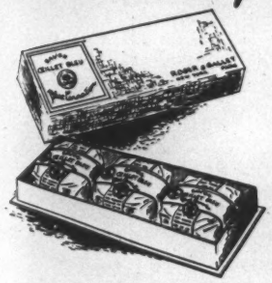
"I can't", "failure" and "impossible" are not, never have been, in Violet Dickens Clarke's vocabulary; to think is usually to act, and her methods are direct, forceful and fast. For anyone of lesser vitality, to have to trail her around all day would be exhausting; even to watch her (putting it mildly), is to feel oneself a trifle inadequate.

She often works late but, to compensate, sleeps past the orthodox hour; the milkman will never meet her at the door. Once dressed, however, the hours are crammed with activity.

In their first year at Clarkesholm Vi and Andy planted 500 tiny seedlings, most of which are now promising young trees—no one has yet figured out why 500 when twelve would have been ample. The flower beds are a jungle in which tomatoes and parsley, peonies and forget-me-nots struggle for a place in the sun. Her horticulture would give an ordinary scientific gardener the jimjams—but she has fun, and it all seems quite as it should be since nothing there is as one finds it elsewhere.

In a more or less stereotyped society Mrs. Andy Clarke stands out, unique and clear, herself.

Toilet Soap



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DISTAFF:

Special Brand

TWO Toronto Monas are in the news. For a good many years **Mona Gould's** special brand of personal poetry has been appearing in **Mona Clark's** smart little magazine, *Gossip*. Now Mona Clark has collected a goodly number of said poems and published them under *Gossip's* banner. Mona Gould is currently radio commenting in prose for a bread firm.

■ Canadian actress **Catherine Proctor** is "on the road" again in a part she is *crazy* about, that of Abbey Brewster, one of the gentle poisoning sisters in "Arsenic and Old Lace." Miss Proctor has played the part in New York and on tour; currently is with Brian Doherty's all-Canadian touring company.

■ **Mrs. George Drew** reaps Woman-of-the-Year votes. And she outdistanced such well-known Canadians as Senator Cairine Wilson, Barbara Ann Scott, violinist Donna Grescoe and beauty Queen Margaret Munn. Votes were said to be more than definitely pro Fiorenza Drew in a 2-1 ratio. Decision was handed down from group of newspaper editors.

■ A victorious daughter and three escorting tugs were Papa K. D. MacKenzie's contribution to the sailing of the liner Aorangi for Australia. On board were **Eleanor MacKenzie** (named outstanding woman athlete of the year by the Women's Amateur Athletic Federation) and other Canadian athletes bound for the British Empire Games. Mr. MacKenzie, owner of a fleet of tug boats, arranged for spectacular send-off.

■ It's easy to be a fairy queen when you are **Gladys Forrester.** Miss Forrester was prima ballerina in Toronto's pantomime ("Mother Goose") at Royal Alex.; was former solo dancer with Winnipeg Ballet; danced in "Red Shoes" (the ballet film starring Moira Shearer).

■ Ministers will have to look to their laurels now that women have taken to the pulpit. Second woman graduate of St. John's College, Winnipeg, is **Miss Ivy Helps;** she now serves under first graduate **Miss Eva Hazel** as Anglican Church "van-worker" in rural Alberta.

■ Pianist **Gerna Gilmour** has returned home from Montreal after a successful season in Britain. She gave a London recital, also was heard in Liverpool, Glasgow and other cities.

■ Only woman on the Committee on Metropolitan Problems of the Civic Advisory Council (Toronto and suburbs are trying to get together) is **Mrs. W. N. Robertson** of the Women Electors' Assoc. Her title? Just a mere short President of the Community Council Coordinating Committee for Metropolitan Toronto.

Brain-Teaser:

Not for the Long-Haired

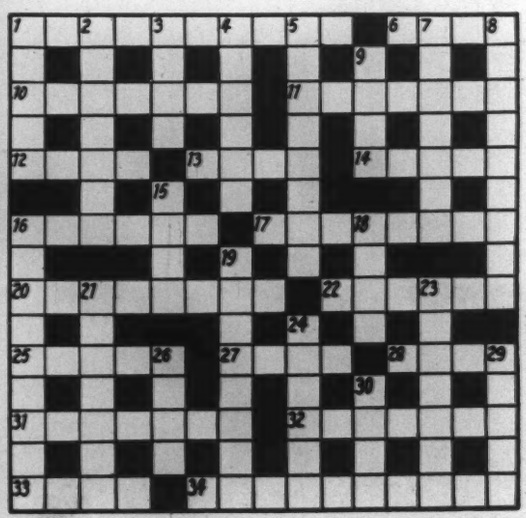
by Louis and Dorothy Crerar

ACROSS

1. Bob's crying, the groaner. (4, 6)
6. Does his band sound arty, too? (4)
10. Skin-tight product of an Italian town. (7)
11. Rose that rose and rose. (7)
12. And rose beyond this in the garden, perhaps. (4)
13. Back up to 22 without sins. (4)
14. Double it for gibberish (but that's not what this uncle tells you). (5)
16. Thirsty? Nonsense! (3-3)
17. Royal Canadian. (8)
20. Hear remarks without her around. (8)
22. Little smells. (6)
25. Seaside singer? (5)
27. The way you felt in the long ago, girls? (4)
28. Musicians should stay out of them before having to count them. (4)
31. Overact? Quite the opposite! (7)
32. A hundred to one at Alice's tea-party. (7)
33. Lorenz, former collaborator with the composer of 19. (4)
34. But his Gentlemen are not dude ranchers. (4, 6)

DOWN

1. Will the new jazz continue to be popular? (5)
2. Invalid starts fun with Lily. (7)
3. According to Lovelace, iron 28 do not make this. (4)
4. You can't see through this. (6)
5. Whittier's boy with cheek of tan. (8)
7. Something on the hip? Give us a shot! (7)
8. Battle cries. (3, 6)
9. Young lady in disguise. (4)
15. Sounds like a good name for a female crooner. (4)
16. Where dem "low down" singahs is born? (4, 5)
18. Struck up by 6, 17 and 34. (4)
19. Look! A ham on stage. (8)
21. Concerning a direction. (7)
23. 20% less than a flat fifty. (7)
24. Serenader from Tin-can Alley. (3-3)
26. Pound of poetry. (4)
29. Even if the 24 is one, he'll get rats at the "Y." (5)
30. Cole Porter requested a kiss from her. (4)



Solution to Last Week's Puzzle

ACROSS

1. Jocularity
6. Farm
10. James Watt
11. Apron
12. Iturbi
13. Laundry
15. Red flag
17. Spinoza
18. Bumpkin
21. Berserk
23. Piebald
24. Nodule
27. Loire
28. Smallwood
29. Sign
30. Assessment

DOWN

1. Ju-ju
2. Comet
3. Lustral
4. Reading
5. Tattles
7. Aerodrome
8. Money talks
9. Lazuli
14. Crab-apples
16. Dampening
19. Knaves
20. Nudists
21. Bandage
22. Riddles
25. Loose
26. Edit

FOOD:

For the Girls

IN THEORY bridge clubs, where the evening refreshments are to consist (by agreement of the parties concerned) of a single dish plus beverage, have a sound idea. Unfortunately the rule is more often observed in the breach than in the observance.

We herewith offer two possibilities for the one course bridge clubs.

Creamed Chicken Special

This is for a chilly night, to be served along with jellied cranberry stars (canned), shoestring potatoes, celery and carrot strips.

2 tins condensed cream of mushroom soup
1 cup milk
2 cups diced cooked chicken
1 cup diced cooked ham
2 cups mushroom caps, broiled

Combine soup and milk; add chicken and ham. Place in greased 2-quart casserole and arrange mushrooms over top. Season to taste. Bake in 375°F oven for 30 minutes. Serve in patty shells or pastry cases made of pie crust mix. Serves 8.

For the sweet toothed crowd here's one course dessert that's a classic—first cousin to that famous cheese cake and equally as glamorous.

Refrigerator Cheese Cake

Part 1:

Combine 1 cup graham cracker, vanilla wafer or chocolate wafer crumbs with

1 teaspoon cinnamon
½ teaspoon nutmeg
¼ cup confectioner's sugar
¼ cup melted butter or margarine

Work all these ingredients together until well blended. Butter a 9" round cake pan (spring form if you have one), tube pan or casserole and line with crumbs reserving ¼ cup for the top. Chill thoroughly.

Part 2:

Soften 2 envelopes (2 tablespoons) plain gelatine in ½ cup cold water. Combine—

2 egg yolks
½ teaspoon salt
½ cup granulated sugar
½ cup milk

in top part of double boiler. Cook over hot water stirring until slightly thickened (about 5 minutes). Remove from heat, add softened gelatine and stir until dissolved. Let cool.

Put 1 lb. (2 cups) cottage cheese through fine sieve or food mill. Beat until creamy and add to gelatine mixture with

1 teaspoon grated lemon rind
1 tbsp. lemon juice
1 teaspoon vanilla

Chill until mixture begins to thicken. Then fold in 2 egg whites stiffly beaten and 1 cup heavy cream, whipped. Pour into crumb crust. Top with crumbs and chill at least 12 hours before serving. Serve in wedges with thawed frozen strawberries (1 carton), crushed pineapple (1 No. 2 tin), garnish with whipped cream rosettes. Serves 8 generously.

Note: If using spring form pan butter the sides but cover the bottom only with crumbs. Unmould cake to serve and place crumbs on sides.

EATON'S

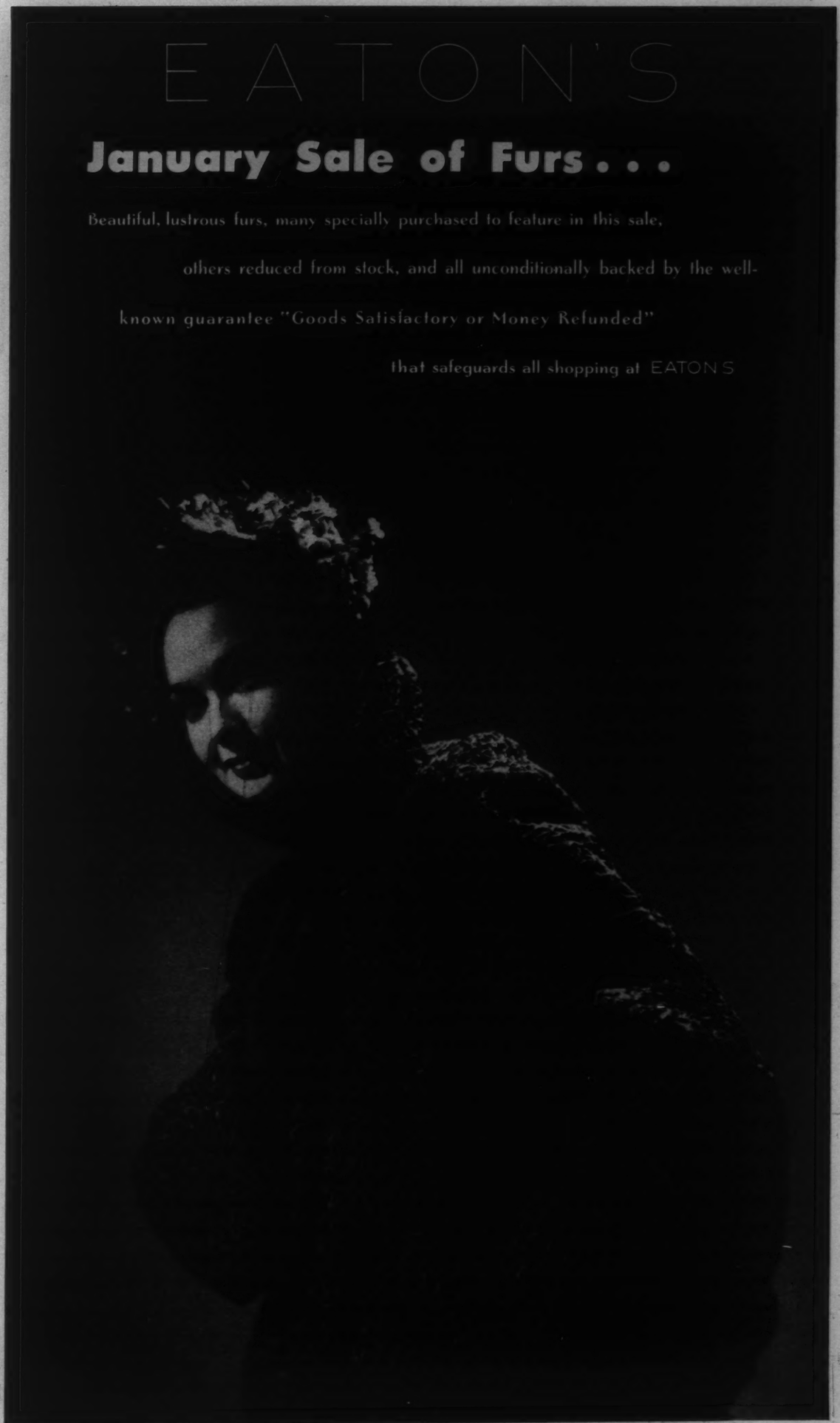
January Sale of Furs . . .

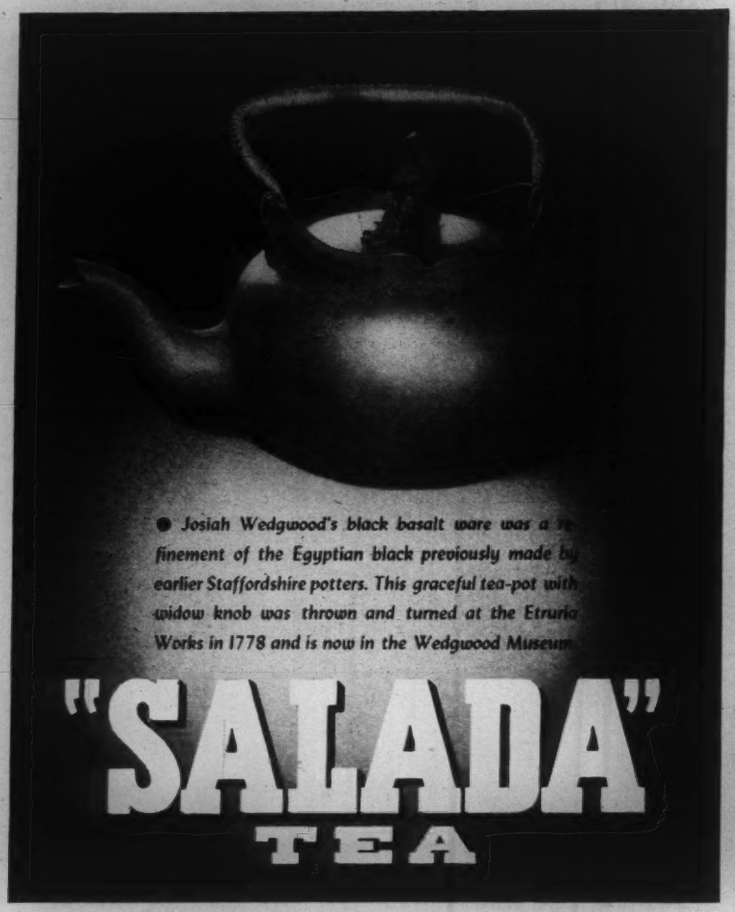
Beautiful, lustrous furs, many specially purchased to feature in this sale,

others reduced from stock, and all unconditionally backed by the well-

known guarantee "Goods Satisfactory or Money Refunded"

that safeguards all shopping at EATON'S





● Josiah Wedgwood's black basalt ware was a re-finement of the Egyptian black previously made by earlier Staffordshire potters. This graceful tea-pot with widow knob was thrown and turned at the Etruria Works in 1778 and is now in the Wedgwood Museum

"SALADA" TEA

IRISH LINEN *is luxury!*

...but she can't afford anything else!

● If you love luxury but must economize—Irish Linen belongs in your life . . . *every day* . . . because Irish Linen *lasts* . . . long after lesser fabrics are torn up for dusters. Irish Linen is *practical* luxury . . . in everything from lint-free, moisture-thirsty dish towels to richly elegant damasks. In snowy pillow slips, in dainty "hankies", in tray-cloths, towelling, napkins, in *everything* Irish Linen is your buy-word for economical luxury.

people

Home Sweet Home

■ Newspaperman **John Thompson,** 37, formerly of Winnipeg, is returning to Canada. After journalistic experience in New York (as Canadian editor of *Newsweek*), Berlin and London during the past nine years, he has decided to settle down in Canada.

■ In Vancouver, Model **Diane Smith** and Traveller **Harry Tucker** donned demure swimsuits and braved the cold of English Bay for the annual Polar

PROVIDING *funds for the arthritic.*

Bears' Plunge, in the interests of arthritis sufferers for whom a collection was made.

On the Defensive

■ In Saskatoon, restrained praise for the modern child. After 35 years in rural schools, **J. W. Elkington** from Cupar, Sask., thought schoolchildren were no better—and no worse—than their parents or grandparents. "They're not all little angels, but who'd want them to be?"

■ **Jack S. Woods,** President of the Vancouver Building and Contractors' Association, called the Federal low-rent housing development at Fraserview, Vancouver a "chicken-coop project". In reply a Central Mortgage and Housing Corporation spokesman said the $9,000,000 project was "very well laid out" with most of the 1,106 units having basements. "Financing is being done on a 40-year basis, which indicates we expect it to last."

Stars

■ **Dr. Helen Sawyer Hogg** of Richmond Hill, Ontario, has been awarded the American Astronomical Society's Annie J. Cannon prize awarded every third year to a woman astronomer. Dr. Hogg, who is with the David Dunlap Observatory of the University of Toronto, concentrates on variable stars and globular clusters.

■ Quebec's Rhodes scholars for 1950 are **Robert C. Pratt,** Montreal, and and **Paul Crepeau,** of Outremont, who is a native of Gravelbourg, Sask.

Crawford Ferguson of Trochu has won Alberta's Rhodes scholarship.

Enjoy!
A WINTER HOLIDAY

AT THE
Empress
Hotel
VICTORIA, BRITISH COLUMBIA

Winter *smiles* in Evergreen Victoria . . . where the ivy-clad Empress Hotel offers its own special brand of Old English hospitality. Close at hand there's golf, tennis, riding . . . swimming in the warmed sea-water of the Crystal Garden pool. All this . . . topped off by fine food and traditional Canadian Pacific service offers a delightful winter holiday in a pleasant climate where your dollar is worth one hundred cents.

Travel on fast, comfortable Canadian Pacific trains and ships. Information and reservations from any Canadian Pacific agent or write Hotel Manager.

Special
WINTER MONTHLY RATES
European Plan—Nov. 1-Mar. 31
Single Outside Room with Bath from $135.00
Double Outside Room with Bath from $195.00
Also Special Discount on Daily Rates for two weeks or longer.

Empress Hotel
VICTORIA, BRITISH COLUMBIA
A Canadian Pacific Hotel

the lighter side

Unfinished Business

by Mary Lowrey Ross

WRITERS of daytime serials have a far firmer grasp on public psychology than the members of the daily press. The serial writers, for instance, understand fully the value of the follow-up, and would never dream of dropping a character or a crisis into limbo just when public interest was most ardently aroused. The press however has no such compunctions. Once the immediate sensation is exhausted, people, events and issues are instantly dismissed from even the inside pages, with no allowance made for any lingering public curiosity.

We are now well into 1950, but there is still a lot of unfinished business left over from 1949, and apparently shelved and forgotten by everyone but the general public.

Whatever happened, for instance, to all the issues that seemed burningly alive last Spring? Are the North Star planes still making their flights, and is everybody happy about it? Any word recently about the threatened prosecution of Premier Joseph Smallwood of Newfoundland over his (alleged) intimidation of the voters? Is the Electric Boat Company still in business, and is anybody keeping an eye on it?

Even more recent political happenings seem to have sunk below the surface, perhaps forever. Anybody interested any more in the belated tabling of the Milling Report? Or in the Milling Report itself? And how about the present status of the Combines Act. Or doesn't anyone particularly care any more?

Any figures on the number of school-children who have suffered humiliation and social ostracism because of the colorless margarine in their school lunches? And whatever happened to the Pale Margarine Resistance Movement?

A LOT of us are terribly curious, too, over the continued silence of the *Toronto Daily Star* on the subject of the Charitable Gifts Act. Is it finally resigned to the iniquitous provisions of the Act? Or is it privately preparing something special for Premier Leslie Frost and his Party?

There were some interesting crimes recorded during 1949, but these, too, appear to have dropped out of sight. What became of all the infatuated young women who settled down at one time or another with handsome "Raffles" Dennis, and whose subsequent confessions and denunciations filled the papers for days? Anything turned up recently in the case of Mr. Albert Guay, the Quebec jeweller, and Madame Pitre?

Any word from the Beanery Boys?

EVEN the most dependable headliners seem no longer interested in making headlines. How, for instance, are we to account for the continued silence of the Very Reverend Hewlett Johnson, Red Dean of Canterbury? Anything been heard from Lady Astor since she was resolutely slapped down by the ladies of Hollywood? Where has World Federalist Garry Davis been pitching his tent lately? And whatever has become of Madame Evita Peron all these months?

Any recent word from Shirley May France, who, thanks to resounding publicity, held the attention of the world for weeks, before just failing to swim the English channel? — a feat performed with ease shortly afterwards by a trained seal. Any recent report from the trained seal? And what is the latest word from that famous track champion and Dutch housewife, Mrs. Fanny Blankers-Koen?

We'd like a note or two on the present activities of General Chiang Kai-shek, and of Madame Chiang Kai-shek, who seldom appears any more except in the memoirs of Mrs. Eleanor Roosevelt. And how are ex-King Michael of Rumania and his bride making out on the proceeds, at last report, of the sale of the Royal cars?

Fortunately the film people keep us constantly abreast of everything that happens in *their* department. We were alerted the instant Princess Aly Khan's baby was born, and all attendant circumstances were carefully described. Not only was the news of the Clark Gable-Lady Ashley marriage instantly relayed, but it was followed up by detailed interviews with all the groom's astonished and stricken female friends. We can be sure too that there will be no lapse in continuity from now on in the story of either the Clark Gables or the Aly Khans. This type of all-over coverage however is rarely followed by the daily press.

Meanwhile, has anyone seen any flying saucers lately?

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Tasty.. Tender.. Nutritious..

They're here! The new pack of Green Giant Brand Golden Wax Beans is waiting for you on your grocer's shelves. They're Canada's most popular brand . . . for many good reasons. No other wax beans taste as fresh . . . as crisp . . . as tender as those bearing the Green Giant label.

Green Giant Brand Golden Wax Beans come to you in the new 15-ounce can. Easier to handle, carry, store. More economical, too. One can contains just enough for one meal for the average family. Get several cans . . . or a case . . . today!

IN THE NEW 15 OZ "NO WASTE" SIZE CAN

FINE FOODS OF CANADA LIMITED, Tecumseh, Ontario

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SHIPMENT OF PART OF A 7'0" x 250'
TRAYLOR LIME KILN OF ALL
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V-119A

Our Economy Is Changing Its Shape

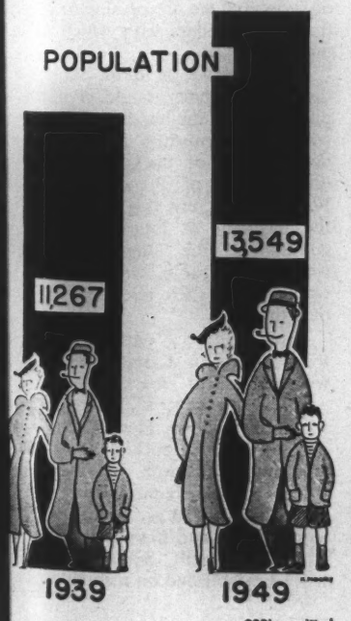
Britain's Cuts in Purchases Are the First Evidence Of Trade Changes Ahead

by P. M. Richards

AS WE all know, Canada has grown a great deal in the last ten years. It operates on a generally larger scale and is a bigger factor in world affairs; it produces a lot more and consumes a lot more, with practically all its people sharing in the benefits of the larger production; its provision for educational, health and child care has increased; its economy has become more mature and substantial.

The physical growth is evidenced by the graphs below: our gross national production was about 80 per cent greater in 1949 than in 1939; our imports were 75 per cent larger and our exports 40 per cent. Perhaps most striking: our per capita consumption of goods and services was around 50 per cent higher (this is after allowing for population and price increases).

And this is not all. Under the pressure of war we considerably enlarged our productive plant; we gained new knowledge of and new skills in productive methods, and thereby new potentialities for growth. With the larger volume and the increased capital equipment required by war, unit costs of production were brought down until, in many cases, they compared favorably with the best achievements in the United States. By the war's end Canadian industrialists had gained a new confidence in their manufacturing ability that promised well for the future.



Since the war, instead of slumping, our national volume of production and our exports, imports and employment have gone to new high levels. Developments in western oil, uranium, iron ore, titanium and hydro-electric power seem certain to become very important sources of new national wealth.

And note this: in contrast to many other countries, Canada in recent years has not only refrained from increasing its public debt, it has even reduced it. In the three fiscal periods between April 1, 1946, and March 31, 1949, Canada's Department of Finance budgeted for surpluses and was able to report an aggregate surplus for those three years of $1,645 millions. This is a little less than the Government spends in a full year and represents a 13 per cent reduction in the net national debt.

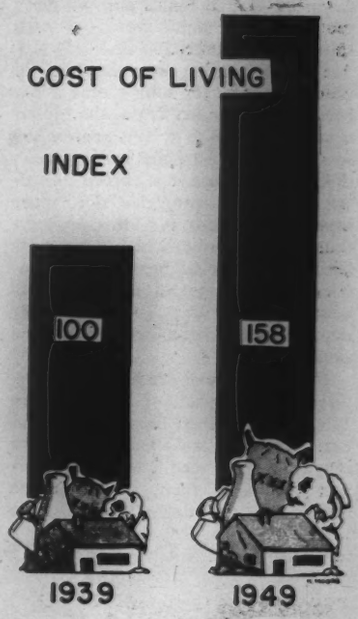
Prospect Darkens

But suddenly the picture has changed. Now something unpleasant is happening to our economy; something that goes right to the roots of our being. Apparently a large part of the world is rejecting our exports—the exports of a country that derives more of its national income from international trade than any other. The immediate reason is plainly a difficulty of exchange, an acute shortage of dollars in all non-dollar countries. But this, there seems reason to believe, is but the symptom of a more deep-seated imbalance, which presumably will have to be corrected before we can hope to regain lasting economic health.

What is this imbalance? How did it come about? What can we do about it? First let's take a brief glance behind us.

In their pioneer days, the people of this country lived entirely by the production and export of primary products—mostly forest products (including timbers for the masts of Nelson's ships), wheat and other grains, and fish. Such industry as existed was small and local. Then the country was opened up by British-financed railway construction and by immigration, and over the years industrial development proceeded slowly but steadily until it was suddenly given an enormous stimulus by the requirements of the 1914-18 war. The war directed attention to Canada, and after it much United States capital was invested here; in particular many U.S. manufacturing and assembly plants were established to operate on the inside of the Imperial Preference wall.

The growth of Canada's primary and secondary production now went on side by side, with much of the products of both going into export. Population and national wealth grew much faster than they would have without the increased industrialization. Then came World War II. This gave another and still greater stimulus to industrial expansion. But it was an economically unbalanced expansion, built on a disproportionately large production of war supplies, since Canada produced these in quantity for her allies as well as for herself.

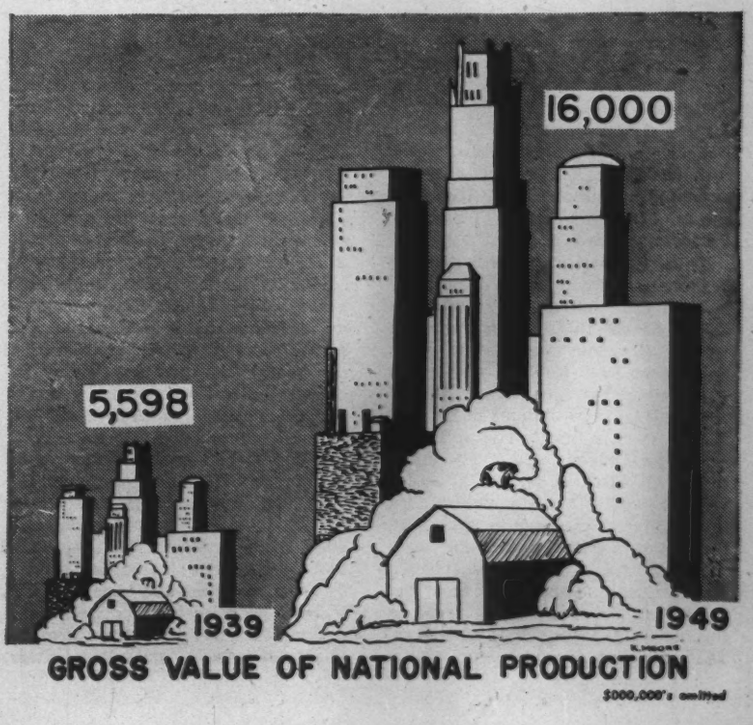


This country's prosperity had come to depend heavily on exports. Of course we have to have imports too (of the things we feel we must have and which we don't produce ourselves), but exports are much more important, from our domestic viewpoint; they are, in fact, the very basis of our economy. We could, in a pinch, get along with few imports, but not without exports in large volume—that is, without having to make over our economy in a very big way.

The reason is this. Although we're fond of talking about our "limitless natural resources", the adjective really applies only to the quantities of the products we have for export, not to their variety. As everyone knows, we produce vastly more wheat and newsprint and non-ferrous metals and lumber and fish than we could possibly consume ourselves if our population were much larger than it is —and we hope that this will soon be true of iron ore too. If we are unable to sell abroad our surpluses of these products, a large number of the persons engaged in producing them would have to find other occupations. If this happened suddenly, the resulting jolt to our economy would be terrific. What would we do for jobs? The answer can scarcely be to put our surplus wheatgrowers and lumbermen to work on Alberta's oil and Labrador's iron ore, since that would leave very valuable natural resources unused.

It's Happening Now

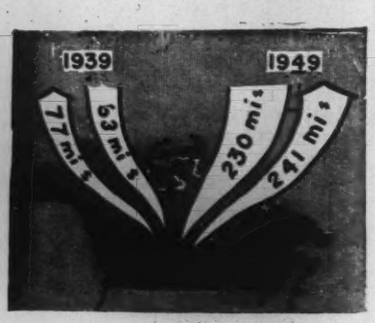
This question is no longer an abstract one, since Britain and the sterling area countries are now, rather suddenly, sharply reducing their purchases in Canada. They are not motivated by ill-will but only by lack of the monetary means of payment. We want to get paid in dollars, preferably U.S. dollars because we have to pay



out quantities of them for our imports from the United States and we don't get enough of them from our own sales to that country.

But the sterling area is short of dollars because for a long time it has been buying more from the dollar area than it sold to it. This process has so nearly exhausted the sterling area's dollar supply that it is forced to curtail its buying from this side, more especially of foods and other products (such as newsprint) which it can now readily obtain elsewhere, from countries where the pound is not at a disadvantage since both buyer and seller devalued their currencies to about the same level.

Further loans or credits to the sterling area countries, or putting more U.S. dollars in their hands through an extension of Marshall aid, would be only a stopgap since it would not correct the basic fault, which is the failure of the dollar countries to



CANADA'S EXPORTS & IMPORTS

balance their exports to the sterling area with imports. We ourselves are short of U.S. dollars for the same reason, that in recent years we have sharply increased our purchases from the United States until they now constitute three-quarters of our total imports, while our sales to the U.S., always less than our purchases, have risen but not in like degree.

It should be noted that Britain does not imagine that she is solving her trade problem by buying less from Canada. Britain wants to sell more of her own goods to us, and knows that her ability to do so hangs upon our prosperity. Britain needs our dollars and we need the British market for our goods. Fortunately a field of trade is open that promises to meet both needs. That is to transfer as much as possible of our outside-Canada purchases of capital goods from the United States to Britain.

Canada has already made a good beginning in buying more from Britain and thus putting more dollars in British hands. Our imports from the United Kingdom rose from $188 millions in 1947 to $296 millions in 1948, an increase of almost 60 per cent, and to $160 millions in the first half of 1949, a further rise of 17 per cent. Most of this rise is accounted for by increases in imports of motor vehicles, woollens and worsteds, coal, iron and steel products, and cottons. Imports of industrial equipment, while they too have risen, have not shown similar gains, despite the fact that the British are especially proficient in this field. In 1948 Canada imported $436 millions of machinery, equipment and replacement parts from the United States and only $28 millions from Britain.

Clearly this field alone presents a means of furnishing Britain with many needed Canadian dollars and, at the same time, of conserving our own scanty store of U.S. dollars. As it would be only a switch in our buying, it would not mean any new competition for Canadian manufacturers, whose production in this field, in any case, falls far short of meeting Canadian requirements.

Why, if their products are good, have the British not sold us more of their industrial equipment in the past? The answer is mainly the comparative difficulty of selling and servicing from Britain, as against the United States. The U.S. distributor, in most cases, can sell and service heavy equipment from his home location, while a British firm either has to set up a sales and service depot here or take the time involved in shipping from Britain.

In the past the British have hesitated to establish such sales and service depots here without having a sizable volume of business to justify it, and have lost business on this account. Now many firms are actively proceeding to set up such depots, singly or in combination; furthermore British manufacturers are giving priority to orders from Canada and are conforming to Canadian standards on screw-threads, etc. So any past disadvantages in buying from Britain are now disappearing.

Much More to Do

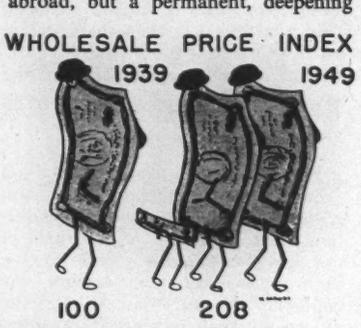
Though, as the foregoing figures show, much has been done towards increasing the flow of Canadian dollars to Britain, much more remains to be done if Canada is not to suffer serious economic embarrassment as a result of Britain's inability to buy. Apparently our farm prices are to be supported in one way or another to lessen the shock to the economy, but food production may prove to be too big a part of the Canadian economy to be successfully propped up in this way. And it's not only food. Dollar-short Britain is trying to avoid buying anything from Canada it can buy elsewhere with pounds.

The British Government naturally would like to have Canada accept sterling in payment for purchases and Canada will perhaps have to do so in order to retain the vitally important British market. The sterling would not be convertible for U.S. dollars, but Canada's requirements of the latter would be lessened by the extent to which we switched our own buying from the United States to Britain. There would still be the obstacle of the difference between Canadian and British currency values resulting from the recent devaluations, which increased the cost of Canadian goods to British buyers, but this could be covered by a further devaluation of our dollar. This would automatically discourage Canadian buying from the U.S. and encourage its transfer to Britain. Of course our coal and other essential imports from the U.S. would cost us more, but also we would bring in fewer manufactured items and thus learn to do more for ourselves.

However, this immediate prospect of sharply curtailed markets in Britain, serious as it is, is by no means the whole of the story. The truth seems to be that it is the product, wholly or in large part, of a condition of unbalance in international trade that has existed and been growing worse for years, and which may require rather drastic changes in the Canadian and United States economies before it is corrected.

The whole world outside of North America is short of U.S. dollars, and to a lesser extent of Canadian, primarily because the United States and Canada have for many years exported more goods than they have imported. The United States' exports have tended to be about double its imports; Canada's overall export surplus has been much smaller because Canada has had an offsetting import surplus with the United States. But they both, on balance, have had export surpluses, and the inevitable effect has been to drain dollars away from the outside world. The outside world has only been able to buy as much and as long as it has from North America through gifts and loans and credits and Marshall aid and dollar investment.

But North America has already tightened up on loans and credits, and Marshall aid is supposed to end in 1952. (In any case, the latter is not a remedy that can be continued for ever.) The dollar-short countries, knowing this, have consequently begun to take the only step open to them that is adequate, which is that of reducing their dollar imports to a level that will be covered by their export earnings in dollar countries. The vital fact confronting us (vital, at least, to Canada with its dependence on exporting its large annual surpluses) is that this is not a crisis of the moment that can be counted upon to disappear as postwar economic recovery proceeds abroad, but a permanent, deepening



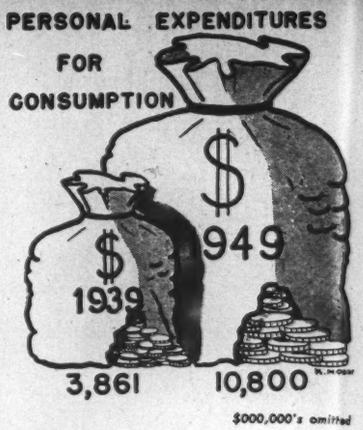
derangement that can only be corrected by positive action on our part —by the United States and by us.

This Is the Time

The time has come for North America to reverse its trade attitude towards the rest of the world.

North America, technologically the world's most progressive area, must abandon its trade fears and its position of being permanently on the defensive economically. Most important and immediate, it must sharply reduce its tariffs and other restrictions on imports so that there will be a sufficient flow of dollars to the rest of the world.

It should seek to establish the same sort of trading and general economic relationship with the rest of the world that Britain held for a century prior to the First Great War, which means to be a market for its products, a



supplier of capital for economically under-developed countries, and in general the chief stabilizing factor in the world trade structure.

This may even call for the discouragement of some activity here when that work can be more usefully done abroad. It certainly calls for making the economy of North America complementary to that of Europe — particularly in the case of Canada, which clearly cannot now or for a long time be self-sufficient.

Three Economic Areas

At this moment the world is completing its division into three separate economic areas, each with its own trade fence around it. One is Soviet Russia and its satellites, another the sterling area and the soft-currency countries outside the Iron Curtain, the third the United States and Canada. Scarcely anything could be more economically hurtful to Canada, itself so heavily dependent on export markets.

It is important to note that this division between the soft-currency countries and ourselves does not originate with them but with us. It is North America's (mainly the United States') persistent refusal to accept as many goods from them as we sell to them that has created the division, for in the long run, goods purchased can only be paid for by goods sold. The nations whose goods we reject have to turn to others who will accept them. There is nothing else they can do, now that we are ceasing to present them with dollars with which to buy our goods.

Of course we, or more particularly the United States, could continue to put dollars in the hands of the outside world by furnishing capital for the development of backward countries, on the lines of President Truman's Fourth Point, but this would call for the payment of interest in cash or goods, and the long-term question would be the same, whether or not we would admit their goods in sufficient quantity.

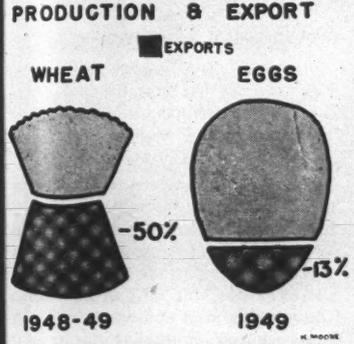
Because of the nature of our resources, we in Canada cannot live without export markets — that is, unless we accept a greatly reduced standard of living. Henceforth, to export we must import in like volume. We must exchange goods that are surplus to our requirements for imported goods that are useful to us. By so doing, we and the nations we trade with will benefit, and our economy will be established on a sound base.

Where Economy Stands Now

AGRICULTURE

TO SOME extent predictions of the effect of the reduction of U.K. food purchases on Canadian agriculture were exaggerated. Throughout the year, bacon and egg products had been in fairly short supply. Canada had been able to meet only about one-third of her contract to supply Britain with 160 million pounds of bacon, and had also been unable to fill her egg contract even though it was 28 million dozens less than it was in 1948. Domestic demand for these commodities had remained strong even though prices had been high throughout most of the year.

For products such as wheat, however, the U.K. cuts were more serious; domestic demand could do little to make up for the loss of overseas customers. The International Wheat Agreement offered some consolation,



but the dollar difficulties of Canada's customers limited the help which could be expected from this quarter.

Under the Agreement, Canada, or any other wheat producer who signed it, is guaranteed sale of a certain quota (Canada's is about 200 million bushels) at the floor price—$1.50 (U.S.). It should, however, be noted that Canada's customers cannot solve their dollar problem merely by signing an agreement. It is one thing for our customers to agree to buy Canadian wheat, but quite another if they have not the dollars to pay for it.

The selling problem for Canadian food products has been a part of the world dollar problem. Britain, for instance, has several alternative sources of food products, and she quite reasonably turned to those suppliers whose currencies are more in line with her own.

Underlying the concern in Canada over agriculture was the somewhat reassuring fact that, basically, there is no need for unsalable surpluses to exist in any food-producing country. The Food and Agriculture Organization of UN found that, in spite of the fact that there are surpluses in some countries, over half the people in the world are underfed.

The reason, of course, is that the underfed countries do not have the currency of the food-producing countries, and are, therefore, unable to buy the much needed commodities from them. It is an exchange problem again, and one that cannot be easily solved, for it is people in the underdeveloped areas who are short of food. People in the developed areas who are more likely to get back on a dollar-earning basis are, according to the FAO, better off as far as food is concerned than they were before the war—in the underdeveloped areas they are considerably worse off.

The Food and Agriculture Organization could play an important role in marketing the world's food output in 1950. Early in December the FAO drafted a plan designed to meet food buying and selling problems arising from currency difficulties. The FAO plan supplements existing intergovernmental agreements on long term commodity surplus problems.

More Domestic Demand

In bringing together food buying and food supplying countries, the FAO will be serving as more than just a clearing house. In considering the special arrangements a hard currency country may be willing to make in order to dispose of a surplus to a soft currency customer, the Organization will have a special regard to the effects which these arrangements may have on the interests of other countries. If the recommendations of FAO are accepted by the countries concerned, one of the worst effects of bilateralism—the competitive granting of special favors—will be precluded.

There is reason to hope that domestic demand will be strong enough to mitigate the problem for producers of eggs, meat and milk. A larger population and better diets have increased Canadian consumption of these products substantially since prewar days.

Total consumption of meat in Canada was about 33 per cent higher in 1948 than it was on the average for the five years before the war. Egg consumption was up about 35 per cent, and that of fluid milk nearly 40 per cent. Statistically it appears that Canadian consumption of these products increases substantially as the price drops, so if lower prices follow the drop in exports, Canadian consumption of these products can be expected to increase—provided, of course, that the income of consumers is not reduced by a fall in economic activity generally.

For Canadian agriculture the main problem in 1950 would be the disposal of the prairie wheat surplus and the maritime apple crop—both of which depend heavily on the ability of overseas customers to import them.—*M.Y.*

LABOR

ON BOTH the economic and political fronts, 1949 was a transitional year for Canadian labor. Old policies were reversed, traditional loyalties were modified, new programs were launched. This year will probably be one of solidification and entrenchment.

At the beginning of 1949, labor leaders reversed their stand for big wage demands. In 1948, the Canadian Congress of Labor had established a

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McBRINE, OF COURSE!
4 matching pieces: Aeropack, Aerocase, Dressing Case and Train Case in the new Tropical Green Rawhide.
Enjoy THAT "GOOD BAGGAGE" FEELING!
. . . The confidence of "Yes, sir!" service that's an important part of smartly correct styling . . .
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Now is the time to plan for

FRIGIDAIRE AIR CONDITIONING

In a hot, humid summer such as was experienced in most parts of Canada last year, Frigidaire Air Conditioning can do big things for dollar volume. Increases up to 35% have been reported. And that means the equipment could pay for itself in a single summer!

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For a medium or small store the handsome Self Contained Frigidaire Air Conditioner shown here gives you everything necessary to cool, filter, dehumidify and circulate air. It can be installed right in the space to be air conditioned, with no interruption in store routine and no extensive building operations. And a heating coil can be added for all-year operation!

Compressors, cooling units and controls of all Frigidaire Air Conditioning are precision-matched to work together like a championship team. That's why Frigidaire equipment operates at lowest cost, provides year after year of trouble-free service.

For full information consult your Frigidaire Commercial Refrigeration Dealer. Or mail coupon today.

Frigidaire Store and Office Type Conditioner. Brown finish; rigid steel construction; easily adjustable grilles deliver air where desired; positive temperature control — you simply dial the temperature you wish.

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Dept. SN.
Leaside, Ontario.

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City.....Prov.....

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THE CANADIAN BANK OF COMMERCE

DIVIDEND No. 252

NOTICE is hereby given that a DIVIDEND OF TWENTY CENTS per share on the paid-up Capital Stock of this Bank has been declared for the quarter ending 31st January 1950 and that the same will be payable at the Bank and its Branches on and after WEDNESDAY, the FIRST day of FEBRUARY 1950, to Shareholders of record at the close of business on 31st December 1949. The Transfer Books will not be closed.

By Order of the Board,

JAMES STEWART,
General Manager.

Toronto, 16th December, 1949.

wage coordinating committee designed to form its unions into a united front for wage increases across the board. Early last year the Congress told its members that they would have to determine wage demands "in the light of conditions in their industries and plants."

Many unions entered the fourth round of wage demands since 1945; most of them encountered increased resistance from management. Unions pressed their demands on the argument that company statements showed that wage increases could be absorbed without raising prices. Management, they said, was trying to pad reserves in order to ride a possible depression or lengthy recession.

As a result of greater resistance, more wage disputes went before conciliation boards. The most serious threat to the economy came with the demand by steelworkers in April for 27½ cents an hour, or $48.50 for a 40-hour week instead of $45.12 for 48 hours.

Shift to Social Security

The idea of a guaranteed annual wage has not penetrated far in Canada. Some contracts, such as that of the packinghouse workers, call for a guaranteed working period.

This year will see a general slackening of demands for higher wages. Increases will be small—in the neighborhood of 3 to 5 cents—in keeping with a relatively static cost of living. The emphasis will shift in most cases from wages and union security to social security. Following the trend in the United States, Canadian labor will become more interested in a comprehensive health and welfare scheme, which eventually may be combined with a national health and welfare plan. Labor is acting on the example of its American associates, on resistance of management to higher wages, and on the growing acceptance of public welfare.

The report of the conciliation board on the Ford of Canada-United Auto Workers dispute may decide the immediate future of pensions in Canadian industry. The union has asked for a company-paid monthly pension of $100 for each worker at age 60. The Company offered $55 a month at 65 or after 30 years of service. The board was faced with a company which said it could not pay, and a union which insisted the Company must pay. The report is expected this month.

Canadian unions will probably take as their model the welfare fund operated by the United Mine Workers of America. It is financed by a royalty (now 20 cents) on each ton of coal mined, paid by the employer and administered by the union. It provides old age pensions, disability and death benefits, and medical and hospital care for miners and their families.

On the political front, Canadian labor has followed the pattern of the United Kingdom in supporting a party for political action. Last year labor transferred its allegiance from the labor-inspired CCF to the Liberal party. Candidates that might have been expected to stand for the CCF struck for the Liberal camp, and

labor-conscious voters helped the Liberal landslide.

American influence was evident in the expulsion of the Communist-line United Electrical Workers from the CIO and then from the CCL. The get-tough policy of the CCL was backed by the public and the press, in both the electrical workers' and seamen's unions. There was evidence that labor, at least in 1949, was becoming middle class and conservative. Its influence was being felt among white collar workers, who in 1950 will be swelling the ranks of organized labor.—*G.M.*

—CP

EXPULSION *of Clarence Jackson's UEW helped clean out Reds from CCL.*

MANUFACTURING

AS 1950 opened up, the immediate outlook for Canadian manufacturing was for continued growth, but that appeared to depend largely on the domestic market. Many countries endeavored to keep their war-developed manufacturing industries busy by buying their products at home. By 1949 these countries had developed their own manufacturing to such an extent that they were able to supply most of their own needs, and wholly manufactured articles had become less important in international trade.

Canada's postwar boom in manufacturing development ran into this condition in 1949, but was not seriously hurt by it. The domestic market had been willing and able to consume the products of Canadian manufacturing.

Proof of this was found in most of the big Canadian cities where new plants had been popping up like mushrooms. Significant was the fact that many of these plants were European ones; the emigration of skilled tradesmen from Europe, who had given Europe a distinct advantage in some manufacturing lines, had been followed by the emigration of many of the factories themselves.

Viewing the suddenly-increased difficulties in exporting manufactured goods, Canadian firms found comfort in the development of the country's oil and iron resources. Development of these resources was being undertaken largely by foreign capital, but the companies concerned had already

B I F 1950

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Making new goods for the world has raised Britain's production to a record level. In turn these exports enable her to buy — and Britain is the world's greatest customer.

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★ *B.I.F., the largest national trade fair, will be extended in 1950. Exhibits alone will occupy 100,000 square metres.*

★ *For the convenience of buyers public admission is restricted throughout the Fair.*

★ *Twenty-six groups of allied trades will represent ninety industries.*

★ *Engineering & Hardware in Birmingham. Lighter Industries in London.*

BRITISH INDUSTRIES FAIR

LONDON MAY 8-19 BIRMINGHAM

INFORMATION about exhibitors, advance catalogues, special displays and facilities at the Fair can be obtained from the United Kingdom Trade Commissioner at Ottawa, Montreal, Toronto, Vancouver or Winnipeg; or from the Imperial Trade Correspondent at St. John's or Halifax

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This modern, clean-lined Burroughs adding machine belongs on your desk . . . belongs on *every* desk where occasional figuring is done from day to day.

Why? Because the time, trouble and errors of mental arithmetic cost a great deal more than the price of the machine.

It's the finest machine by far for the money—fast, accurate, easy to use. But don't take our word for it. Get a demonstration today by calling your Burroughs office or filling in the coupon below. Other Burroughs adding machines include models with electric operation, direct subtraction, various totaling capacities.

Buy it on easy terms! As little as 10% down; as long as 18 months to pay.

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demonstrated their readiness to buy what equipment they could from Canadian producers. It was hoped that Canadian manufacturing would be able to supply more and more of the needs of these undertakings.

Iron and oil developments might be big enough to encourage further manufacturing growth. A chemical industry was an almost automatic follow-up to iron mining, and processing industries were generally close on the heels of big development in the chemical line.

Devaluation Effect

Canadian manufacturing was starting the year with the materials and the know-how; the only question was whether the domestic market's ability to consume would grow as fast as Canada's manufacturing potential. For that the indications were favorable, though the effect of currency devaluations had still to be reckoned with.

The British already had received large steel orders in the Canadian market, but it was noted that the steel they were selling here competed with U.S. rather than Canadian production.

Other industries were not getting off so easily. The Canadian pottery industry, for instance, had been almost crowded out of the domestic market by the advantage which the devaluation of sterling had given its British competitor. The textile industry was sufficiently concerned to provoke appeals for protection—in one form or another—from MP's representing textile producing constituencies.

Employment in manufacturing was steady throughout 1949, and levelled off at a point well above the 1941 index. But there were likely to be further effects from the cheapening of competitors' currencies.

Consumption High

On the credit side, however, was the fact that Canadian consumption had been, throughout 1949, strong enough to handle the output of Canadian manufacturing. In fact, allowing for changes in population as well as in prices, the Bank of Montreal found that per capita consumption of goods and services had arisen by about 50 per cent in real terms since 1939. This trend seemed to be continuing—personal consumption expenditures are estimated to have increased by 7 per cent over the 1948 level.

In 1950 Canadian manufacturers would certainly be in for stiff competition from dollar-hungry foreign suppliers, and the question was, could Canadian consumption be expected to take the output of both domestic and foreign producers?

The strong effective demand of Canadian consumers was the brightest part of the picture. An increasing population meant a bigger potential market, and a more even distribution of income meant a more effective one. Under the latter condition a greater proportion of the national income would be spent on consumption, and a higher level of consumption would make domestic investment of all types more profitable.—*M.Y.*

Leitch Gold Mines Limited
(No Personal Liability)

DIVIDEND NO. 46

NOTICE IS HEREBY GIVEN that a quarterly dividend of two cents per share has been declared by the Directors of the Company, payable in Canadian funds, on February 15, 1950 to shareholders of record at close of business January 31, 1950.

By order of the Board.

W. W. McBRIEN
Secretary-Treasurer

January 9, 1950.

Standard Chemical Co., Limited
TORONTO

DIVIDEND—COMMON STOCK

Notice is hereby given that a quarterly dividend of twelve and one half cents (12½c) per share on the issued common shares of the Company has this day been declared payable on the 1st day of March, 1950, to shareholders of record at the close of business on the 31st day of January, 1950.

By Order of the Board.

G. MILLWARD,
Secretary.

December 28th, 1949.

Standard Chemical Co., Limited
TORONTO

DIVIDEND—PREFERRED STOCK

Notice is hereby given that a quarterly dividend of one and one quarter per cent (1¼%) on the issued 5% cumulative redeemable preferred shares of the Company has this day been declared payable on the 1st day of March, 1950, to shareholders of record at the close of business on the 31st day of January, 1950.

By Order of the Board.

G. MILLWARD,
Secretary.

December 28th, 1949.

business angle

Canada the Welfare State

THE labor unions say there are now upwards of 300,000 unemployed across Canada and want the Government to make jobs by putting into effect public works programs supposedly cut and dried and waiting for the moment of need. The farmers are demanding government supports for farm prices sinking as a result of cuts in food purchases by the dollar-short countries. The probability seems to be that both will get part, at least, of what they want.

For this is the day of the Welfare State which recognizes its duty to provide for all its people and to maintain a minimum standard of living for all, regardless of the state of world trade or anything else. It's a good thing if it can be done but that "if" is the question. It sounds rather like trying to live by taking in each other's washing when the proposed operations are on the scale they would have to be in this country, so heavily dependent on export markets.

However, it seems to work well up to a point. Certainly the larger consumptive power of our home market—enlarged by family allowances and the growth of population and the high wages and high employment of recent years, is helping to sustain us at this stage of the export cuts. How far can we go without pushing taxes to an intolerable level, as in New Zealand? Perhaps we shall find out before long, if the export cuts really bring on a sharp general slump in business activity and employment.

Incidentally, Labor Minister Humphrey Mitchell puts unemployment at 261,000 as of December 31 and says that much of it is really due to the continuing growth of the total labor force rather than to a decline in employment. In other words, the number of jobs available has failed to keep up with the number of persons wanting them. When joblessness is increasing it's a bad time to advocate more immigration, but actually we need more of it, to help consume our food and other surpluses not wanted in Europe.

Britons Poor Salesmen

AS readers of recent articles in this space will have gathered, I was pretty well sold on the quality of Britain's engineering products on my recent trip to that country. So were my companions, five other Canadian editors; we decided that the British are thoroughly competent manufacturers, and that any notion that they are old-fashioned and inefficient (as designers and manufacturers) is definitely without basis. But salesmanship is something else.

The British are *not* salesmen. Of course there are exceptions (the Austin people, to name one), but in general the tendency is to make a good product and wait for someone to come and buy it. Or so it seems to anyone from this side, used to our own high-pressure selling. I have received several hundred trade catalogues from Britain as a result of my visit there; a large number are really lists of specifications and prices rather than catalogues; there is little or no attempt to create a desire to own the product.

There's a story in *Fortune* which gives a no doubt extreme example of the British attitude. It's about Rolls-Royce. The company which manufactures that famous car have produced a new model for export, for the purpose of obtaining dollars, which they are turning out in Rolls-Royce's idea of mass production, as many as fifty cars in two months. Although the new "Silver Dawn" is a good car, it still has to be sold when it's going to North America. But, according to the story, the company's Managing Director, Ernest Walter Hives, has been heard to say: "I don't want publicity, I don't need publicity, and I hate publicity."

Having confected a car which can be bought for something less than a Gaekwar's ransom (the price is $9,950 delivered in New York), the Rolls-Royce executives, says *Fortune*, find themselves on the horns of an economic and philosophical dilemma. For how can an organization which has always regarded sales effort as a bit on the vulgar side really get behind the "Silver Dawn?" And, on the other hand, how can the "Silver Dawn" help to close the dollar gap if it is not got behind?

However, while lack of salesmanship can be pretty fatal in a competitive market, it's probably the most easily remedied deficiency; in these times effective sales agents can be hired in the market aimed at. The British are serious about selling more goods to Canada, and we have need to be serious about it too, because we can't hope to recover our own lost markets in Britain until Britain obtains dollars with which to buy.

By P. M. Richards

Every Successful Man's Overtime Job...

HAVE your private affairs been allowed to lapse into a condition which you would not tolerate in any department of your business?

By consulting Montreal Trust, you can enlist at moderate cost the collective services of experienced men giving full-time attention to the management of personal assets.

Our services to individuals include: acting as executor and trustee under wills, as administrator of intestate estates, as agent for other executors and trustees and as trustee of voluntary trusts; also, the management of securities, real estate and mortgages and the preparation of income tax returns.

For Corporations we act as trustee of bond issues, pension funds, business insurance trusts and endowment funds and as transfer agent and registrar of stocks and bonds, as paying agent for dividends and bond interest and as escrow agent.

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Prevention is better than cure . . .

YOUR BOILERS may be insured . . . but insurance is not enough. Insurance does not prevent accidents and accidents will happen.

The danger of accidents occurring can be greatly lessened by regular inspection of your power plant equipment. That is the reason we inspect all the equipment we insure, and entrust that work only to men trained and skilled in that important work.

Protect yourself against loss of property . . . and loss of business, too . . . by means of insurance with a Company known for the quality and effectiveness of its inspection staff. *Be fully insured—ask your broker or agent for details.*

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In Case These Escaped Your Eye . . .

New Bank or Button Factory, The Men Who Make Them Are Men Who're Making Canada

IN 1896, when Jacob Pascal arrived in Canada from his native Rumania, the best job he could find was delivering bread for three dollars a week.

Last October, Jacob Pascal, 82, invited 2,000 friends to help him celebrate the opening of the "largest retail hardware store in the world"—the J. Pascal Hardware Company Limited, of which he is founder and president.

Housed in a brand-new five-storey brick building at the corner of Craig and Bleury streets in downtown Montreal, the store occupies 52,000 sq. ft. of selling space, almost 20,000 sq. ft. more than St. Louis's Central Hardware which, until then, had been considered the world's largest.

JACOB PASCAL

Although the sons now run the business, which reputedly grossed $3,000,000 last year, Jacob Pascal, dressed in a neat blue suit, still comes to the main store every day. There he makes the rounds, chats to customers, gives advice to the executives, and twists his long moustache.

IF BANFF comes to be ranked alongside the Laurentians, Lake Placid and Sun Valley as a winter sports centre, much of the credit will go to a Czech refugee named George Encil.

Encil left Czechoslovakia a short jump ahead of the Nazis' arrival. A member of a family which owned a big glove factory, he had spotted the warning signs some time before, and had wisely converted his share of the family business into British credits. Then he came to Canada and travelled clear across the Dominion.

GEORGE ENCIL

He settled in Banff early in the war, and joined the RCAF soon afterwards. The war over, he went back to the mountain town and settled down to build himself a future.

His first big play came in the summer of 1948, when he started on construction of a $160,000 chair-lift up Mount Norquay—the first in Western Canada.

The chair-lift investment seems assured, but Encil's restless energy won't let things stop there. He is now working on a scheme to build a two-storey roundhouse at the top of the lift, on a ledge which he will have to blast out of the mountainside. At a height of 7,000 feet above sea-level, it will have a restaurant and possibly a dance-floor downstairs, a large sundeck on the floor above.

TEN YEARS ago, Granby, a municipality in Quebec's Eastern Townships, some 50 miles east of Montreal, had a population of 13,128. Today the population is almost double that and the city is growing all the time.

But Granby's biggest asset is its Mayor—P. Horace Boivin, a 44-year-old industrialist, whose main interest is the advancement of his native town. Like his father before him, the late Mayor E. P. Boivin, Horace has no trouble getting elected. Residents know what's good for them.

—Studio Granby

P. H. BOIVIN

What is Mayor Boivin's formula for the success of his town? "It's no $64 question," he says. "All you have to do is provide manufacturing space for industrial concerns, and homes for the employees of these companies." The rest takes care of itself.

To practise what he preaches, Mayor Boivin, in his capacity as chief magistrate, has gone into the manufacturing business: modest but modern plants with good lighting and ventilation systems. These units are leased to prospective manufacturers. Special tax exemptions make the offer even more attractive and experience has shown that most concerns buy the plants outright after a few months. Eventual extension is always taken into consideration when building such plants.

THE GOOD people of Vancouver eat more mushrooms per capita than any other people on earth.

This is due largely to the peculiar talents of one man—a slim, genial soul who always eats mushrooms before anything else on his plate. He is W. T. Money, who, since the end of the war has become recognized as Canada's foremost distributor of the pale, delicate plants.

W. T. MONEY

Money believes in mushrooms and mass production, a twin formula which has resulted in the birth of one of Canada's fastest growing industries. Some 20 years ago mushrooms were a luxury food in most parts of Canada, and were virtually unheard of in Vancouver. The major hotels and restaurants used a bare five pounds a week, for which they paid up to $2.00 a pound.

Then came W. T. Money, and the picture changed. Today he handles 6000 pounds a day in his neat distributing centre in downtown Vancouver, and Money's Mushrooms are sent to all parts of Canada and a good part of the civilized world.

Very likely the intriguing slogan "What Food These Morsels Be" has had something to do with the success.

Mr. Money went into the mushroom business with a little capital and no experience just prior to the market crash of the late twenties. By reading everything in sight he soon became the only recognized authority on mushroom culture in BC. He staked other would-be growers to the raw materials and his technical know-how, and today has given up growing to give his full attention to distribution.

CREDIT Fred W. Ayre, 34-year-old director of the widely-known Newfoundland firm of Bowring Brothers, Limited, with making one of the new province's oldest business establishments the most modern.

In his capacity as Manager of the Merchandising Department—the most important job in any departmental store—he has helped modernize the building so that the shoppers can more easily get around the store and find the goods they want, well displayed and properly priced. By backing up the renovations with an extensive and punch-hitting advertising campaign, he has helped double the firm's business.

—Byron

F. W. AYRE

Coming from a family with business roots way way back in Newfoundland soil, Fred W. Ayre is a member of the fourth generation of the equally well-known Ayre lineage.

When the war came Fred joined the Royal Army Service Corps and saw service in the Mediterranean theatre. He was twice mentioned in despatches and was released from the army in April, 1946 with the rank of Major. The same month he returned to St. John's and joined Bowring Brothers, Ltd.—the firm in which his great grandfather Ayre served his apprenticeship in the early days of the 19th Century.

Applying his broad business acumen to the firm that has spread to the United States and the Old Country, his foresight and sound judgment soon won recognition from the owners and in January, 1949, he was appointed to the Board of Directors.

He spends his leisure time with his wife and two children, and his civic activities are centered on the Newfoundland Great War Veterans Association and the Junior Chamber of Commerce of which he is the first and present President.

LAST JULY, Jim Jenkins tossed his sea-going gear aboard Jenkins Bros. 150-ton Diesel-powered "Lazy Mariner," and set out to take a look at the Newfoundland market. Aboard also were 3,500 cases of Jenkins Bros. canned beef. Butter, in the ex-sub-chasers' refrigerated accommodation, and potatoes completed the cargo.

Circling Canada's newest Province, Jim Jenkins and his five-man crew covered 4,000 miles in 40 days, visited 53 Newfoundland outports and sold the cargo. Since then, the "Lazy Mariner" has been engaged in the Newfoundland trade. Jim says the prospects are good for expansion next year.

J. B. JENKINS

In the past ten years, this spirit of enterprise—a highly exportable commodity in Prince Edward Island—has built up the small and progressive business of Jenkins Bros. in Summerside. It now processes, possibly, the biggest volume of miscellaneous canned and frozen food products in the Maritimes.

Leaving a small fish and canning business in their native Murray Harbour, P.E.I., in 1940, W. E. (Bill) and J. B. (Jim) Jenkins moved to Summerside as the "most progressive town in which to establish a progressive business."

In 1943 they built their present modern and stainless steel-equipped plant, and were joined by G. Franklin Cameron, a Summerside businessman who looks after the administrative end of the expanding business.

The plant and a subsidiary cold storage plant employ from 50 to 150 people in Summerside the year round. Canned and frozen fish, fowl, beef and berries are shipped to all parts of Canada and to markets in Boston, New York and Philadelphia.

CANADA entered its "iron age" in 1949. The pioneer Steep Rock development in Ontario so proved itself that $8,000,000 new capital was raised to more than triple the productive capacity of the mine. Plans were finally settled for development of the Labrador deposits, and exploratory work was underway in other parts of the country.

D. M. HOGARTH

Posterity, if it pays tribute to one man more than any other, will give credit to a rugged, crusading individualist and organizer from north-eastern Ontario, Major-General Donald M. Hogarth.

President of Steep Rock Mines, General Hogarth in the thirties had the vision to see the iron that lay under the waters of Steep Rock Lake. to refuse to listen to those who said "it can't be done" when he proposed draining the huge lake, and who, when Canadian financing couldn't be raised, persuaded Cyrus Eaton, the Cleveland financier, to recruit United States backing.

Now, as he caps the third successful

career in his life, friends of this bluff man say he is one of the least known of our great Canadians.

Born 72 years ago in the frontier village of Mattawa in Ontario, and "cradled to the lullaby of the buzz-saw", his first success was politics, as a member of the Legislature and a power in the Conservative party.

Then as a soldier he entered World War I as a private and emerged a major-general.

Finally, as an organizer and businessman, he has crowned a long list of successes in lumbering, oil and mining with Steep Rock.

AT THE Miramichi River village of South Nelson, New Brunswick, J. Leonard O'Brien has opened a factory that is transforming entire logs—including the bark — into a marketable product. It manufactures "plaswood" a type of composite building board which can be sawed, planed and nailed.

J. L. O'BRIEN

Leonard O'Brien, who managed to keep his plants going through the depression years, keenly feels his responsibility to the workers whom his family has employed for decades. He was worried over the facts that so much big timber is gone today, and the trees being chopped and sawn along the Miramichi average only half the size of those half a century ago.

Not the kind just to wring his hands and lament passively, Mr. O'Brien travelled extensively in Canada, the United States and Britain to look into new techniques for wood products. The result: he acquired the Canadian rights for plaswood, one of the modern composite-board processes, and got busy.

Today the plant of Trafalgar Mills Limited—which derives its name from the association with "Nelson"—occupies a three-storey converted sawmill close to the Chatham Industries mills in South Nelson, and is fed waste wood by an overhead conveyor. The wood, formerly disposed of through burning, goes through machines which reduce it to small chips, defiberize it, dry it, and then mix it with resins and press into boards.

The finished plaswood has numerous practical purposes, including use as outside sheathing when coated with asphalt, or as core stock to be covered with veneer, linen or metal for furniture-making and other manufacturing.

WHEN YOU are paying a man a good wage, you can't afford to use him as a messenger boy—not if your product is going to compete price-wise on the market. The Fruehauf Trailer people in Weston, Ont., have a Production Manager with an uncanny ability to cut and plug time and money leaks of this nature.

A stocky twinkling-eyed Irishman with a tempered Bangor brogue, Jim Crichton has laid out the big assembly plant so there is no skilled labor time wasted doing unskilled jobs.

Nowadays all plants have seen to the big things about economical operations — the real price advantage comes from watching the "bits and pieces." The little things piled up tool by tool, hour by hour, worker by worker. Watch these, Crichton says, and there will be sweat and furrowed brows in the board rooms of competitors.

JAMES CRICHTON

These fine points of economical plant operation are the energetic Irishman's specialty. For instance, in the big Weston plant you can watch skilled workers hard at it, and not once see them leave their jigs for tools or materials. Everything is there as it's needed.

White coats on the foremen have paid off too: a worker with a question can now spot his floor boss easily, and loses no time wandering around the plant looking for him.

From time studies which he has done, Crichton can tell you, in less time than it takes to ask, the stage of production and the cost so far of any of the numerous orders.

No desk man, Jim talks best as he propels you through the plant, showering you with information. But it is hard to get him to talk about himself.

It's only when you ask him about his family — five children who came out from Ireland with him and his wife four years ago—that you find out this human dynamo really is just that —with emphasis on the human.

NOT SO long ago a group of young French Canadian businessmen, members of La Chambre de Commerce des Jeunes, were making an industrial visit to a Montreal textile mill. When they reached the weave-room of the plant they found it shut down. The shift had gone for the day. To the surprise of the visitors, their host, a tall smiling man with thinning sandy hair, stepped over to the wall, threw a switch, then started up one of the fast modern cotton looms and ran it for some time to show the visitors how it operated. He was G. B. Gordon, President and Managing Director of Dominion Textile Company Limited, largest textile company in the country.

It could have been any other machine in the plant, slubber, interdraft or opener, for Mr. Gordon is one top man who really knows his business, from raw cotton to balance sheets.

Son of Sir Charles Gordon, whose energies were largely responsible for the founding of the company, George Blair was at McGill University when World War I broke out. He enlisted and served overseas with the old Royal Flying Corps, forerunner of the famed RAF. After graduating from McGill with his B. Sc. in 1922, he started his business career doing electrical installation work at a paper mill in Western Ontario, at the rate of 45 cents per hour.

—Karsh

G. B. GORDON

A year later he joined Dominion Textile as a fitter's helper in one of the plants and started learning the cotton business. Today he knows it inside out and his talents have been of benefit to employee, shareholder and customer alike. Now 50, Mr. Gordon has been main man at the helm of the company since 1939 when, on his father's death, he took over the Presidency, after six years as Managing Director.

THE FARM sale, a replica of hundreds of such events annually on the prairies, had been in progress about an hour when a Beechcraft landed in a nearby field and for a few moments attracted more attention than the auctioneer. Out of the aircraft stepped Jerry Willows and within an hour he was winging his way back to Saskatoon, a first class bunch of cattle purchased for the firm he manages.

Nothing perhaps unusual in that, except that a flying cattleman is still not too common in the west. But Jerry Willows is an uncommon man. For six years he has been manager of the fastest - growing concern in Saskatchewan and although only 38 years old now, he directed the Intercontinental Packers this year through a $9,000,000 successful business—which is pretty fair going for any manager.

JERRY WILLOWS

Powerfully built, alert, vocal at hockey and baseball games, Willows thinks nothing of touring the Province by plane. He keeps in touch with the livestock industry in this way and finds it "pretty good public relations."

During the war years, selling was simple and the huge volume of business which rolled from the plant to Europe made the name of Intercontinental as well known as were the packing houses operated by its owner, Fred Mendel, in Europe in pre-Hitler days.

Mendel sensed the impending rape of Hungary and got out of Europe before Hitler rushed in. He came to Saskatoon and, inevitably, turned to the industry he knew so well.

When Mendel needed a general manager for his plant he finally settled on 32-year-old Willows, whose keenness impressed him even if he recognized Willows was somewhat short on packing experience. Willows threw all his energy into the new job, saw the plant expand until, at peak trading, it employed more than 700 persons.

Directing the plant in all phases will be this youthful, single, businessman, one of the outstanding in Saskatchewan, and a man destined to be even more widely known than he is today.

IN A Detroit cellar 27 years ago, a 12-year-old boy spent his spare time dismantling and studying an automobile motor. A Scottish motor not known in the United States, it aroused his curiosity.

Today, resulting from a continuing

J. P. LANGLEY & CO.
C. P. ROBERTS, F.C.A.
Chartered Accountants
905 Bank of Montreal Bldg.
Toronto

Save
AS YOU GO

A small sum saved from each pay envelope amounts in time to a fund that enables you to *do* things. It's *regular* saving—more than *how much*—that counts. Canada Permanent pays you 2% ON SAVINGS DEPOSITS.

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FIDELITY
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Company of Canada

Consult your agent or broker as you would your doctor or lawyer

TORONTO

Provincial Paper Limited

Notice is hereby given that Regular Quarterly Dividend of 1% on Preferred Stock has been declared by PROVINCIAL PAPER LIMITED, payable January 16, 1950 to shareholders of record at close of business January 5, 1950.

(Signed) W. S. Barber,
Secretary-Treasurer.

Government
and
Corporation
Securities

Enquiries Invited

•

A. E. Ames & Co.
Limited

Business Established 1889

TORONTO MONTREAL WINNIPEG VANCOUVER VICTORIA
NEW YORK LONDON, ENG.

life-long interest in motors, E. V. Rippingille Jr. is General Manager of one of Canada's newest, largest and most significant manufacturing industries.

In mid-summer of 1949 General Motors Ltd. announced it intended to manufacture diesel locomotives in Canada under a subsidiary corporation General Motors Diesel Ltd. The new enterprise meant not only employment for some 1,000 workers at the plant to be constructed in London, Ont., and a market for Canadian parts manufacturers, but also promised to lower operating costs for Canadian railroads with a switch to Alberta oil from U.S. coal.

—T.D.F.
E. V. RIPPINGILLE

In choosing Rippingille to foster the new plant and enterprise, GM picked one of its brightest young executives.

Son of the present Assistant General Manager of GM Research Laboratories, he has been with the company since 1930. He came to General Motors Diesel Ltd. from the GM No. 2 plant in Chicago, of which he was Manager, after beginning as a tool-maker's apprentice.

His philosophy is "There's nothing better than action if you want to get something done."

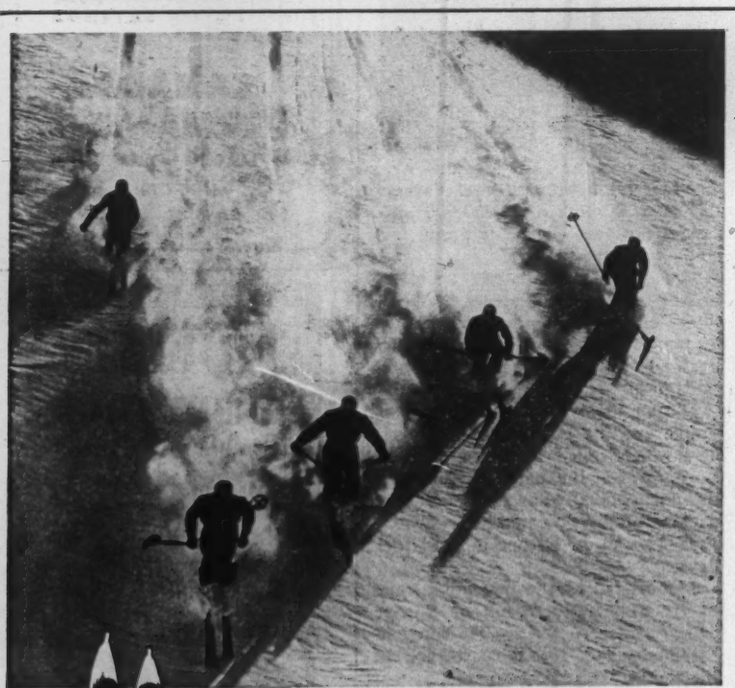
BORN in London, Eng., on April 29, 1896, Ernest James Feasey is the pioneer of diesel railway motive power in North America.

At age 13 he served a five-year apprenticeship in shops of Ruston Hornsby Ltd. at Lincoln, England at the same time taking technical engineering studies. Apprenticeship brought him his first contact with diesel engines; he worked on submarine diesels, and on completing his apprenticeship, joined Admiralty research staff at City and Guild College, London, later transferring to Admiralty's Sonic Laboratory at West Drayton.

E. J. FEASEY

As senior laboratory assistant, he left Admiralty in 1920 to join William Beardmore Company, Glasgow, Scotland to develop a lightweight engine for R100 class dirigible. At this time—1925—C. E. Brooks, then CNR chief of motive power, made a tour of European and U.K. plants for a light engine for rail car service. He selected a Beardmore engine and brought Feasey to Canada to install it in CNR car. This was the first of its type here and in 1925 it made a record run of 57 hours between Montreal and Vancouver non-stop.

CNR wanted a heavier type diesel engine for locomotives, and Brooks sent Feasey back to Glasgow to develop one at the Beardmore plant. This was done, and Feasey came back



Smooth!

Our ski-runs, tows and trails have thousands of friendly visitors each winter. Summit, Collingwood, Bracebridge, Bethany, Huntsville, Dagmar, Oshawa and many more provide fine skiing for these friends. We welcome them all the more gladly because of their vital contribution to our national welfare. Let's help all our guests have a very good time. John Labatt Limited.

FOR SKIERS

Labatt's
BREWERS SINCE 1832

UNION MADE

NEW
MONT ROSA
EVERBEARING RUNNERLESS
DWARF BUSH
STRAWBERRY

Fruits from seed the first year: easily grown. Bush form, about one foot high. No runners. Hardy perennial. Bears abundantly from early summer till killing frost. Has an intense luscious flavor and aroma like that of wild strawberry; rich and juicy. Neat compact bushy growth makes it highly ornamental as well as valuable in vegetable, fruit or flower garden, borders etc. A showy pot plant too. Though smaller than commercial strawberries Mont Rosa is the largest fruiting of any variety we know from seed, surpassing the popular solemacher and similar types. Its unique bush form and exquisite flavor place it in a class by itself for every home garden. Seed supply is limited. Order early. (Pkt. 25c) (3 pkts. 50c) postpaid.

FREE OUR BIG 1950 SEED AND NURSERY BOOK

DOMINION SEED HOUSE
GEORGETOWN ONT

W. P. WALKER

Imperial Bank of Canada announces t
Mr. W. P. Walker has been elected
Vice-President. Mr. Walker joined
Board of Directors in 1944. He is Vi
President and General Manager of Yo
Knitting Mills Ltd., and a director
Gordon Mackay and Stores Limited.

THE OLDEST
INSURANCE OFFICE
IN THE WORLD

SUN INSURANCE OFFICE Ltd.
FOUNDED 1710
FIRE MARINE & STOCK

TORONTO
MONTREAL WINNIPEG EDMONTON VANCOUVER

EVERYONE NEEDS THE SU

to Canada in 1926 to join CNR permanently as special diesel engineer.

Feasey has remained with CNR since, and has now developed the CNR diesel locomotive fleet into 174 units, which include the huge road diesels now hauling freight between Montreal and Toronto and soon to go into Montreal-Lake St. John freight service. Married, he has one daughter—studying law in England.

CARRIER BOY, circulation promoter, financial writer, and stockbroker, mine developer and political crusader, C. George McCullagh, former boy wonder of Canadian publishing, won another laurel in 1949. He became the biggest figure in the Canadian daily newspaper field.

—E. Rosebrough
C. G. McCULLAGH

The Telegram, purchased late in 1948, and *The Globe and Mail*, gave him control of the largest daily newspaper circulation in the country. At peak the *Tely* and *Globe* sell better than 500,000 papers a day. The next best circulation (about 400,000) is the *Toronto Daily Star*.

This is the latest success in a spectacular career. McCullagh has his critics, but none deny his enterprise, his color, and his daring.

He delivered the old *Globe* in his home town of London, Ont., at the age of 11. In his teens, within a year, he was the best circulation man on the *Globe* staff. Before 25 he was a partner in a Toronto brokerage house. And at 31 he owned the paper he had once delivered. He has had an airplane for years, races a stable of horses, loves reformed alcoholics, and on occasion doesn't mind admitting his sins in public.

A VIGOROUS educational campaign emphasizing the advantages of the free enterprise system is being carried on in Manitoba by the Manitoba Associated Chambers of Commerce, under the direction of its President, Edward Cecil Gilliat.

Since April, 1928, he has been Managing Secretary of the Winnipeg Chamber of Commerce. In that position his close association with private businessmen and their accomplishments has strengthened his conviction that free enterprise, to provide and maintain a high standard of living for the average man, must be allowed to function with a minimum of state control.

E. C. GILLIAT

In 1905, when he was 18, Gilliat left England and came to the Canadian west where he proceeded to make a name for himself.

Since 1922 he has been playing a big part in the development of Winnipeg. Now as President of the Manitoba Associated Chambers of Commerce he will be doing the same thing for the whole Province.

Canadian business

THE ECONOMY

CANADIAN farm income and overall employment are still receding as a result of the cuts in food and other purchases by the sterling area and the big question is how far the general economy of the country will be upset. Important though such losses must surely be to a country as dependent on exports as Canada, the immediate effects are lessened (though not offset) by an encouraging growth in exports to the United States and by active and prospective developments of iron ore, oil, titanium and hydro-electric resources. Federal Minister of Works Alphonse Fournier announced last week that his department will spend about $108 millions on public works this year, as against only $20 millions in 1949.

On balance the outlook seems to be that while we may expect some decline in general business activity as a result of the overseas exports curtailments, the situation will be alleviated by the unusual strength of our domestic economy.

Development

GOOD YEAR

WITH 50 new industries going into operation in Manitoba during 1949, industrial production in that Province during the past year established a new record of $483,000,000 in gross value.

Record production totals were also established by the Province's power output and forest production, according to a report issued by Hon. J. S. McDiarmid, Minister of Mines, Resources and Industry and Commerce.

The tourist industry too reached new peaks. Tourist expenditures are estimated to total well over $20,000,000, an increase of $3,000,000.

Mineral production, the value of furs marketed and the market value of fish caught in Manitoba showed decreases over the 1948 totals.

Wages in industry increased to $87,000,000 compared with $75,000,000 in 1948. The gross value of production increased by $33,000,000.

A Leader in Canadian Oil Development

Imperial Oil Limited is a leader in the development and utilization of Western Canadian oil by exploration of new fields and arrangements for the transportation of crude oil to Eastern Canada.

It is estimated that the Company controls approximately 70% of the recoverable reserves of crude oil in Western Canada.

Interest requirements of the Company's Debentures presently outstanding have been earned, after depreciation and depletion, over 18 times on the average in the ten years and eight months to August 31st, 1949, and in 1948 was earned over 21 times. We offer as principals—

Imperial Oil Limited

3% Sinking Fund Debentures

Due December 15th, 1969

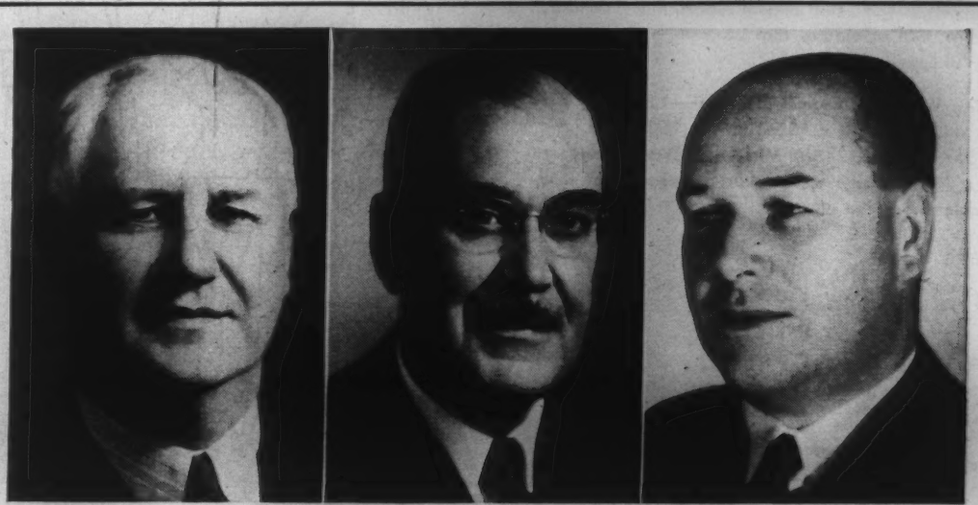
Price: 99 and interest, to yield 3.07%

A prospectus containing particulars of these Debentures, the Company's operations, earnings and plant facilities forwarded gladly upon request.

Wood, Gundy & Company
Limited

Toronto Montreal Winnipeg Vancouver
Ottawa Hamilton London, Ont. Kitchener
Regina Edmonton New Westminster Victoria
New York Halifax London, Eng.

THE ESTABLISHED 1906
MONARCH LIFE
Assurance Company
A PROGRESSIVE CANADIAN COMPANY



W. G. MORE I. K. JOHNSTON L. S. MACKERSY

Imperial Bank of Canada Executive Changes

Imperial Bank of Canada announces that Mr. W. G. More has resigned as President and becomes Deputy Chairman of the Board of Directors. Mr. I. K. Johnston, formerly a Vice-President and General Manager, has been elected President of the Bank, and Mr. L. S. Mackersy, formerly 1st Assistant General Manager, has been appointed General Manager.

then and now

Anniversary

Jan. 15, 64th. The Rt. Hon. **C. D. Howe,** Minister of Trade and Commerce, Ottawa.

Marriage

Hilda Margaret Petrina, daughter of the Rt. Rev. Frederic Stanford, Bishop of Cariboo, to James Gordon Stuart Hirtle, at Kamloops, BC.

Appointments

C. S. A. Ritchie, 43, Counsellor of the Canadian Embassy in Paris, has been appointed Assistant Under-secretary of State for External Affairs. He is a native of Halifax.

R. M. Macdonnell, 40, Charge d'Affaires of the Canadian Legation in Prague, becomes Canadian Minister to France. Mr. Macdonnell was born in Vernon, BC, and has served in Ottawa, Washington and Kuibyshev, Russia.

Air Commodore, F. G. Wait, 46, Commander of the RCAF's Maritime Group Headquarters at Halifax for two years, becomes Deputy Air Member for Personnel in Ottawa.

Retirements

Air Commodore D. E. MacKell as Deputy Member for Personnel, RCAF.

The Rt. Rev. Wilfred William Henry Thomas, first Bishop of the Anglican Diocese of Brandon, Man., after 50 years' service in the province.

Deaths

Laurence E. Brownell, 58, of a stroke shortly after his retirement early this year from the editorial chair of the *National Home Monthly* magazine after 18 years. A native of Truro, NS.

Henry R. M. Clee, 44, well-known in Canadian publishing circles, was stricken with a cerebral hemorrhage in Toronto last week.

James Henry Cecil ("Ike") Waite, 61, one of Canada's best-known mining executives and philanthropists. He recently gave his Brampton home to Toronto's Hospital for Sick Children.

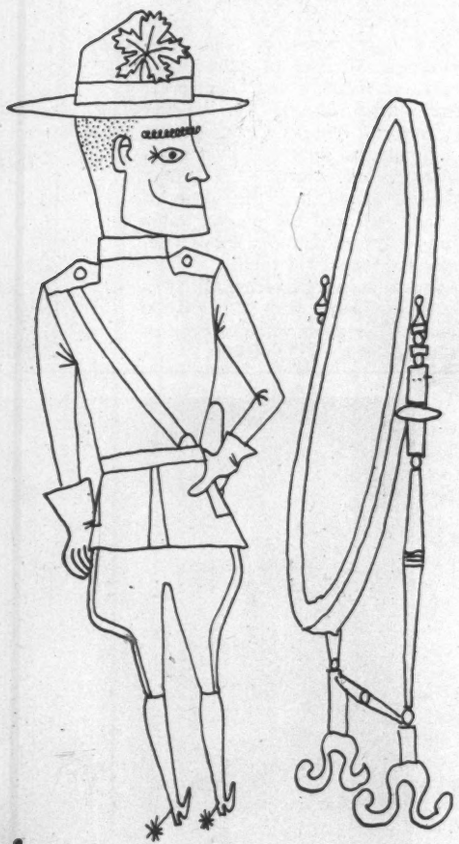
Dr. George Wellington Grieve, 79, internationally known orthodontist and Honorary Vice-president of the World Orthodontic Congress; in Toronto after a long illness.

a new paper... mirrorcoat

LUSTROUS, THRIFTY AND CANADIAN . . .

. . . is this latest Provincial paper. It has looking-glass finish, top printing qualities. It's tough, foldable, durable. It radiantly mirrors, without lacquer or varnish, your favourite inks, your most delicate line cuts, the minutest detail of your finest-screen halftones. Mirrorcoat is made in Canada. It's moderately priced. It brings to high-style printing a new zing you must see to appreciate. That's why we suggest you ask your supplier for a sample before you specify stock for that special booklet, that annual report, that calendar, that menu, that catalogue, that program—or any job worthy of superlative dress.

Weights: Mirrorcoat Enamel, 25 x 38—120M; Mirrorcoat Cover, 20 x 26—120M & 160M and 23 x 35—186M & 248M; Mirrorcoat Translucents, 22½ x 28½—3-ply—all stocked Mirrorcoat one side, supercalendered the other.



Provincial Paper Limited

388 UNIVERSITY AVE., TORONTO 2—PHONE ADELAIDE 1986
CANADA CEMENT BUILDING, MONTREAL 2—PHONE MARQUETTE 1129
325 MAIN STREET, WINNIPEG—PHONE 923-888

P9-10

press

TOO PROFESSIONAL

EDITOR Ian McIntosh of the University of Western Ontario *Gazette* can be proud of his staff. They have won the Southam Trophy for general excellence for the college newspaper with a circulation of 3,000 or over at the annual Canadian University Press conference.

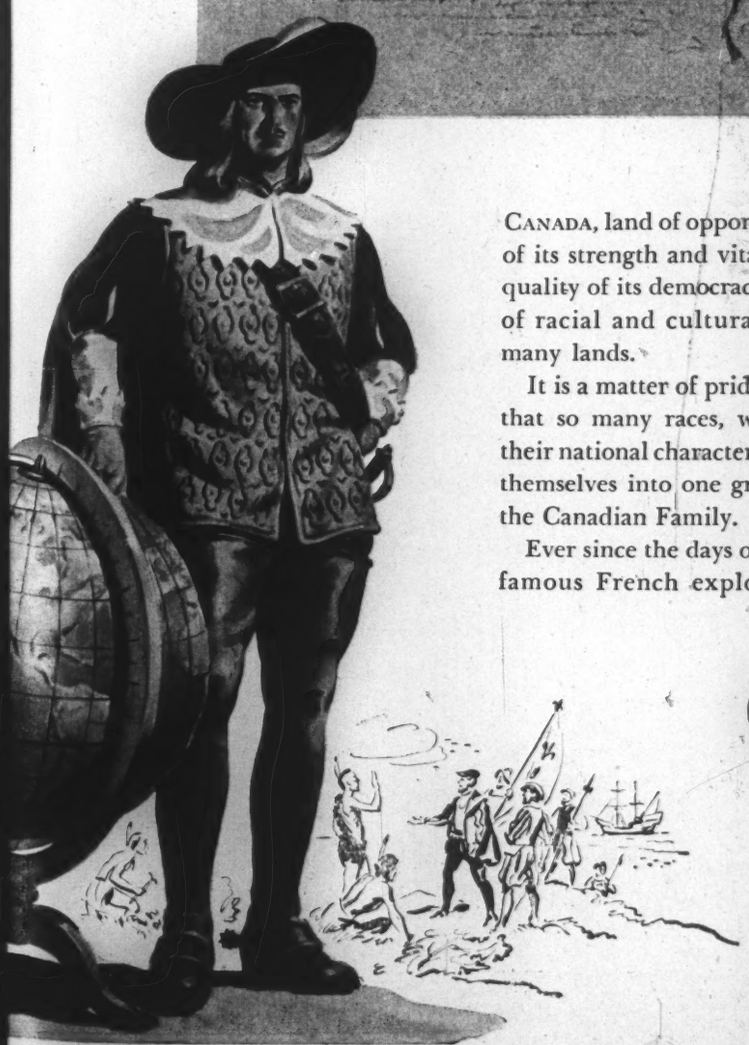
While *The Gazette* pleased the judges, it was not as popular with a number of politicians on the Western campus last month. Medical students, for instance, said it was run too exclusively by journalism students who seemed to consider it a training ground. It was too much a newspaper, and not enough a college paper. Members of the Student Council said it was "trying to be too professional."

At a council meeting, one member said: "No one is questioning the ability of Ian McIntosh as far as the technical side is concerned. *The Gazette* is probably one of the finest college papers on the continent judged by professional standards. But it's not what we want."

For make-up, heads, story treatment, and picture lay-outs, *The Gazette* was just what the judges wanted. It was far ahead of the other eight entrants, which in most cases looked too much like college papers. Compared to Western's paper, *The Varsity* (Toronto) was drab and humorless, with too much advertising lineage. With so many clubs and organizations seeking space, whole pages devoted to announcements make *The Varsity* look like a notice board.

In general, the judges found that bright and original treatment was definitely the exception. Few entries handled pictures in a lively interesting fashion, or used cartoons. *The Gazette* had the advantages of larger staff and fewer (twice weekly) publication dates, and used *London Free Press* pictures. The *McGill Daily* sells for two cents; *The Varsity* tries to pay for itself out of advertising.

The Canadian Family owes much to... France



CANADA, land of opportunity, owes much of its strength and vitality, and the rich quality of its democracy, to the blending of racial and cultural heritages from many lands.

It is a matter of pride to all Canadians that so many races, without sacrificing their national characteristics, have united themselves into one great citizenship — the Canadian Family.

Ever since the days of Jacques Cartier, famous French explorer of the 16th Century, Canadians of French descent have played a leading role in moulding Canada's destiny. Today, French Canadians are our largest racial group representing almost one third of Canada's population.

Distinguished in the arts and sciences and outstanding in their chosen professions, they have made a major contribution to Canada's progress while their thrift and devotion have earned for "les Canadiens" the wholesome respect of their fellow citizens.

Calvert DISTILLERS (Canada) Limited

AMHERSTBURG • ONTARIO

Calvert, Secretary of State to King James 1, and head of the famous Calvert family, founded one of Canada's first colonies in Newfoundland in 1622. Calvert and his descendants fostered the principles of religious tolerance and democratic freedom and thus helped sow the fertile seed of democracy in the New World.

Canada Unlimited

growth of an idea...

1943

1944

1945

194

194

WILL GRANT AWARDS TO CANADIAN ARTISTS OF PROMISE

Since 1943 Canada Unlimited has been the theme of O'Keefe's advertising. Each year, one phase of the development of our nation has been traced in a series of paintings. Some of these paintings have won international awards as examples of fine art in advertising. They have brought credit and recognition to the many Canadian artists who were commissioned to paint them.

Last year a further step was taken to awaken in the minds of Canadians the greatness of this country of ours. The O'Keefe Foundation published a book which dramatically told the exciting history of our country. Thousands of copies of "Canada Unlimited" have gone to Canadians and to other people in all parts of the world.

In 1950 O'Keefe's will provide an opportunity for the further development of the cultural life of our nation.

It has been widely recognized that there are many hundreds of Canadian artists whose ability deserves public support and encouragement. In order to assist these young Canadians, O'Keefe's have established eighteen awards ranging in value from $200. to $1000. which will enable student artists of promise to further their training.

These awards will be granted to students between the ages of 18 and 30 who show they will benefit most from further study. Complete details together with application forms may be obtained by writing to The Director, O'Keefe's Art Awards, 47 Fraser Avenue, Toronto, Ontario, to whom completed application forms must be sent not later than April 15th, 1950.

F215

BREWING COMPANY
LIMITED